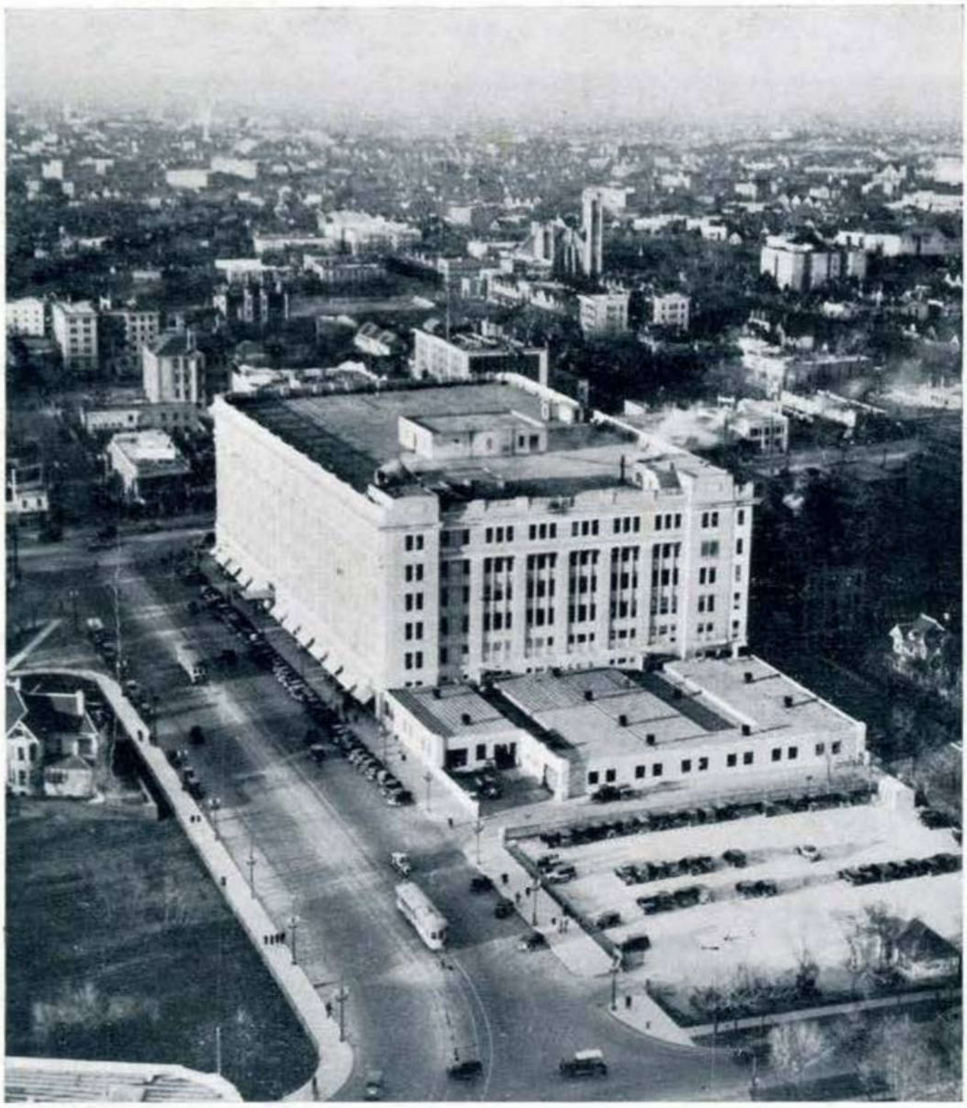
The Beaver

No. 4
OUTFIT 263
MAR. 1933



Hudson's Bay Company

INCORPORATED 2ND MAY 1670

OUR CODE OF SERVICE

1. The principle that underlies courteous treatment of others is simply that of doing unto others as you would they should do unto you.

2. In a highly complex and technical business such as this there are many things that you, with your training and daily experience, understand with perfect familiarity, but which the public do not understand; therefore do not assume that the public should comprehend them without asking questions, but when enquiry is made of you give the courtesy of a reply just as full and clear as you can make it, and without any suggestion of superiority born of a greater knowledge.

3. Words are only one means of expression, and manner is quite as important: therefore, remember that a kindly and gracious manner is not only the sign and mark of a self-respecting man, but is to your words what oil is to machinery in making them more effective in their purpose.

4. True courtesy is no respecter of persons. It remembers that "a man's a man for a' that," and gives the civil word and helping hand quite as readily to the ill-clad patron as to one of our most influential customers.

5. Courtesy is not only something the public have a right to expect of you, but it pays. It pays in the friends it makes you personally and as a representative of the Store. It pays in minimizing the fricition of your life as well as that between this Store and its patrons.

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.

The Beaver

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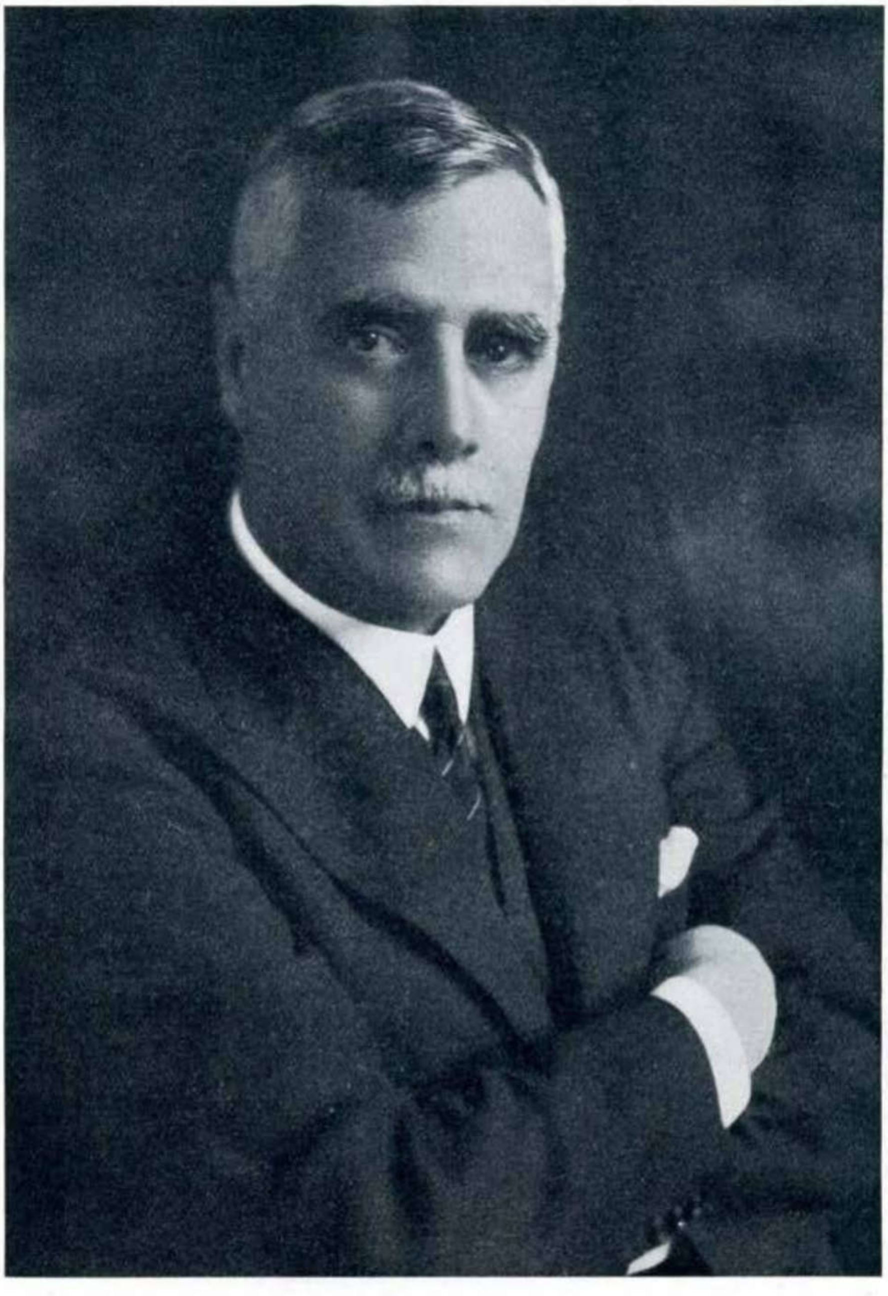


SIR ALEXANDER ROBERTSON MURRAY, C.B.E.
Deputy Governor

Deputy Governor

Sir Alexander Murray was educated in Ross-shire and, like many other Scots, was attracted to a career in the Orient. The following list shows some of the many eminent positions in the realm of commerce and finance which he held: Chairman, Indian Jute Mills Association, 1913, 1917-1919. President, Bengal Chamber of Commerce, 1920, and representative of that chamber in the Legislative Council, 1919, the Imperial Legislative Council, 1920, and the Council of State, 1921-1923. President of the Associated Chambers of Commerce of India and Ceylon, 1920, and representative of same in Legislative Assembly, 1927. Governor of the Imperial Bank of India, 1922-1927. Chairman, Indian Mining Association, 1927. Delegate of Employers of Labour in India at the International Labour Conference, Washington, 1919; Geneva, 1924. Member of Royal Commission on Indian Currency and Finance, 1925-1926. Member of Royal Commission on Indian Labour, 1929-1931.

After spending more than thirty years in India, Sir Alexander Murray returned to England and, in addition to becoming Deputy Governor of the Hudson's Bay Company, he is a director of Lloyds Bank, Limited, and a director of the Bank of London and South America, Limited.

Sir Alexander Murray is married and has one son and two daughters. His home is at Chalfont St. Peter, Buckinghamshire. Both Sir Alexander and Lady Murray are skilled exponents of the game of golf.

◆

The HBC Packet

The second store managers' conference was held in Edmonton on the 5th to 7th January for the purpose of discussing plans for 1933. In addition to the managers of the six large stores, the supervisor of the small stores, and the merchandise managers of Winnipeg and Vancouver stores, there were present: Mr. George W. Allan, K.C., Chairman, and Messrs. R. J. Gourley, C. S. Riley, H. B. Lyall, members of the Canadian Committee; Mr. P. A. Chester, General Manager; Mr. F. F. Martin, Controller Stores Department; Mr. A. H. Doe, Superintendent of Buildings.

* * * * *

The annual pow-wow in the Land Department has been taking place during the past few weeks. Field men from the three Prairie Provinces have been in Winnipeg talking over prospects for the coming season. Mr. Joslyn presided over the meetings and was assisted from time to time by Col. L. F. Pearce and other members of the Land Department staff.

* * * * *

One of the most ambitious overland inland navigation jobs ever undertaken in the North country was completed this winter with the hauling of the *Pelly Lake*, a big power boat owned by the Hudson's Bay Company, for sixteen miles over the portage between Fort Fitzgerald and Fort Smith on the Mackenzie river. This sturdy oak tug, seventy-eight feet long with an eighteen-foot beam, weighs very close to eighty tons. The job was handled by Micky Ryan, of Ryan Brothers, portage freighters. No damage was done to the vessel, and her heavy Diesel engines were not taken out for the job. The steep hill at the north end of the portage, which was the crisis of the whole movement, was negotiated without trouble, the power being provided by the two big tractors. One of the problems was the melting of the snow from the heat of the spinning traction treads.

* * * * *

This being the first issue of *The Beaver* for 1933, we take the opportunity of again bringing to the attention of all those who serve the Company our "Code of Service," which will be found on the inside front cover. This "Code of Service" should be read carefully by everybody, and what is contained therein carried out in our daily contact with the public and our fellow workers.

* * * * *

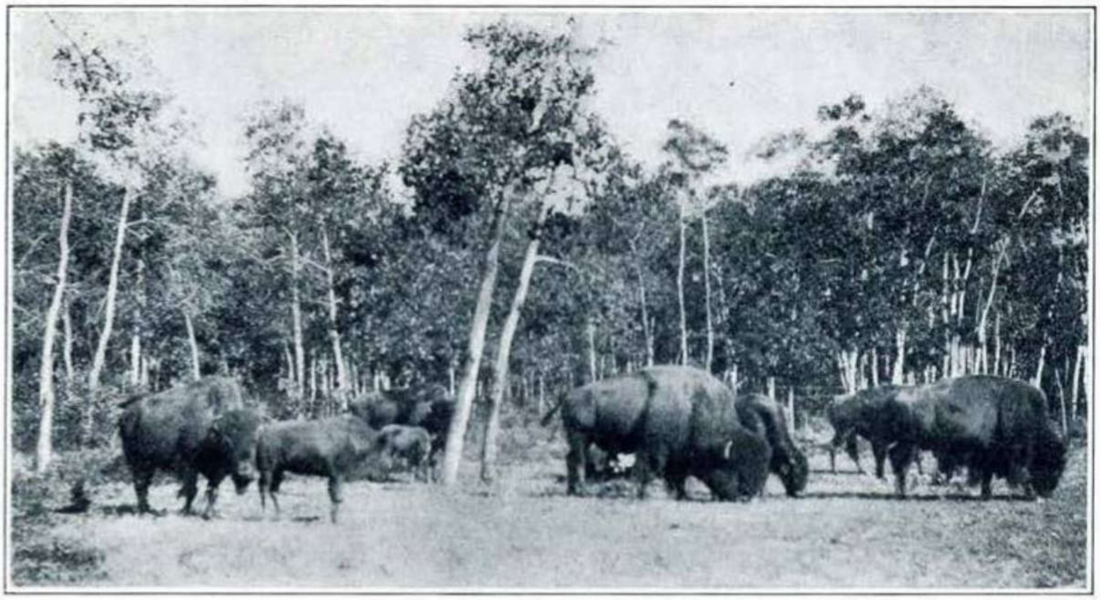
To be advised by a ward beadle that a wardmote will be holden at a certain date and to be commanded to attend may sound very strange to those of us who are familiar only with the machinery of municipal government in Canada. Yet in the Ward of Queenhithe, where Beaver House is situated in London, England, the Company receives such a notice each year of the annual wardmote held in each ward in the City of London, and dating back to Saxon times. The meetings are for the election of common councilmen and general business. The wardmote held in the Ward of Queenhithe in December was attended on behalf of the Hudson's Bay Company by Messrs. F. A. Stacpole, F. W. Gasston and J. D. J. Forbes.

* * * * *

Most people who have lived long have a recipe to give for longevity and good health. Some extol the virtues of wine, foods, exercise and tobacco, others attribute their continued existence to abstinence from almost all of these. In conversation with the editor the other day, Johnnie Wilson, who is seventy-three years of age and has been the messenger at Hudson's Bay House for fifty-two years with never a day off sick, disclosed his "Elixir of Life"—water, luke warm water, first thing in the morning, lots more water at intervals during the day, and never so cold as to chill the stomach. Simple, isn't it? Almost too simple to try! Besides, some people don't like water neat.

* * * * *

The photograph reproduced on the cover of this issue is an aerial picture of the Winnipeg store. This is a very fine picture, not only of the Company's store, but as a panorama of a large portion of the City of Winnipeg. The house on the left of the picture is the home of the Winnipeg store branch of the Beaver Club. It is difficult to realize that this beautiful store is now in its seventh year of operation, and it is still more difficult to visualize the old site as it was before the store was erected and the new Memorial Boulevard constructed through from Portage Avenue to Broadway.



Nine Buffalo at Silver Heights, Manitoba, 1902

The Strathcona Herd

By C. S. TYRRELL

WHAT was known as "Donald Smith Homestead" was situated on the Silver Heights estate west of the City of Winnipeg on the Portage highway. In 1902 this property was leased to Mr. T. A. Preston, and there a small herd of nine buffaloes and calves was maintained under arrangement with Ottawa and the Winnipeg authorities, Sir Donald having placed them at the disposal of the Dominion Government about 1898 after the destruction by fire of his mansion on Silver Heights on 25th November, 1892. Sir Donald had purchased the property in 1873, it having been established as far back as 1856 by Chief Factor John Rowand of the Hudson's Bay Company.

Silver Heights was so named from the extensive growth of silver willows decorating the surrounding landscape. The little buffalo "zoo" became one of the attractions for visitors, and no early travelling personages failed to receive hospitality at Silver Heights, while the citizens and pioneer tourists of those days were ever welcome. Four governors-general had been guests at Silver Heights.

Some old-timers will probably remember the occasion when it had been decided to settle the matter of leadership as between the two bulls of the herd, one a fine young animal, and "Old Shaggy," the original supreme chief of the previous larger herd, who, owing to his vicious propensities, had been placed in solitary and much resented confinement in a strong corral.

The young bull had a practice of lining up his followers to stand around and jeer at "Old Shaggy," whose copious bellows of defiance of the young upstart, who was free to wander about outside and perform the buffalo equivalent of "putting his fingers to his nose" at his incarcerated and exasperated enemy, became one of the star entertainments for visitors.

One fine summer day it was decided to liberate "Old Shaggy." He was safely pried out of his enclosure, while those in the know gathered in expectation of "the battle of the century"—a bounding avalanche of angry buffalo meat. But they were sadly disappointed. The old bull, owing to his long absence from his native heath and a continuous diet of hay rations, quietly surveyed "this freedom," gave a few headshakes and snorts, then coolly turned his back on his erstwhile tormentors, slowly moving off in unconcerned and aloof dignity, indifferent to the possibilities and showing his preference for the green grass growing all around. He then and there definitely abdicated the monarchy which he had held undisputed for sixteen years. And that was that!

Later "Old Shaggy" meekly mingled with the others, and shortly after was found dead, probably from old age. Examination of his teeth showed them ground down to the gums. His carcass was mounted by the late E. W. Darby, Winnipeg's first taxidermist, and its fate was to find a fiery grave at the old Mulvey school when that burnt down. "Old Shaggy" was said to have been the largest and finest buffalo ever bred in captivity.

Subsequent to these events, it was arranged during 1906 that these "pemmican on foot" be demobilized. Plans were made by the civic authorities to have the herd manoeuvred into box cars and shunted out on the C.P.R. spur then connected with the estate as a private line. The loading was in due time safely accomplished but for one tragic incident. Two young males had struggled their way together into one car, and immediately a rough and tumble scrap ensued. It was discreetly decided to leave them in there alone, and the door was closed. From the hullabaloo and other noises broadcast, and from the swaying of the car, it became apparent that a fight to a finish was taking place, and when the car was delivered in the yards it was found that one of the combatants had had his routing changed to the happier hunting grounds. The victor was badly beaten up, but still vigorous and vociferous. Some of the herd were shipped west to form the nucleus of the now vast herds at Wainwright, the small remainder being placed in Assiniboine Park, where their ancestors doubtless roamed in wild state, and where this small band has since

The Fight That Failed—"Old Shaggy" Hesitates increased to its present numbers, the victorious young bull being still among them.

Lord Strathcona's original herd was established in 1889, being the descendants of those brought in as calves from the Saskatchewan River country by the Hon. James McKay, founder of Deer Lodge (where he lived for many years), and allowed to run on the prairies with the cattle herds of St. James and St. Charles. Col. Sam Bedson, after his appointment as warden, got permission to round them up, taking them to the Stony Mountain ranges; and it was from this younger set of the earlier Monarchs of the Plains that the Strathcona herd was derived, Col. Bedson having presented them to Sir Donald A. Smith out of old-time friendship.

Wheat Kings

Since the contest for the world's wheat championship was inaugurated in 1911, Canada has won the highest award eighteen times. At the last International Grain and Hay Show held at Chicago from November 26 to December 3, 1932, inclusive, eighty of the eighty-five awards for hard red spring wheat went to Canadian competitors, including the championship won by Herman Trelle, of Wembley, Peace River, Alberta. The winners of the championship in the past twenty-two years are as follows:

1911, Seager Wheeler, Saskatchewan.
1912, Henry Holmes, Alberta.
1913, Paul Gerlach, Saskatchewan.
1914, Seager Wheeler, Saskatchewan.
1915, Seager Wheeler, Saskatchewan.
1916, Seager Wheeler, Saskatchewan.
1917, Sam Larcombe, Manitoba.
1918, Seager Wheeler, Saskatchewan.
1919, J. C. Mitchell, Saskatchewan.
1920, J. C. Mitchell, Saskatchewan.
1921, G. W. Kraft, Montana, U.S.A.
1922, R. O. Wyler, Saskatchewan.
1923, Major H. G. L. Strange, Alberta.
1924, J. C. Mitchell, Saskatchewan.
1925, J. P. Yates, Montana, U.S.A.
1926, Herman Trelle, Alberta.
1927, C. Edson Smith, Montana, U.S.A.
1928, C. Edson Smith, Montana, U.S.A.
1929, Jos. H. B. Smith, Alberta.
1930, Herman Trelle, Alberta.
1931, Herman Trelle, Alberta.
1932, Herman Trelle, Alberta.

Vancouver Girls in Triple Play

One of the most exciting things in baseball is the "triple play." Both exciting and profitable was the Clark-to-Roy-to-Kelly "triple play" which netted the "Bay" some extra business the other day because three smart women were on their toes.

Miss Clark (department 140) sold a woman from Aberdeen, Washington, a $19.50 coat, and then introduced her to Mrs. Roy (department 150) who sold her a sweater and skirt for $10.90. As there was a sale of wool yarn on that day, the customer was directed to department 100, where Miss Kelly completed the triple play by ringing up a $1.41 sale for wool yarn. Triple plays are rare in baseball. They happen every day at the "Bay."

Old Men of Northeastern Siberia

Natives of Northeastern Siberia

By J. MELNYK
Whitewater Post, B.C. (P.O. Fort Grahame)

NOWADAYS it is in vogue to write about Russia, and mostly everything written concerns White Russia. One seldom sees anything in type of aboriginal Russia, of vast expanses of land in Siberia, with its many "stone age" tribes scattered throughout that northern land.

It was my good fortune a few years ago, when the Hudson's Bay Company was expanding its fur trade in Northeastern Siberia, to be dumped out of the good ship S.S. *Baychimo* along with a quantity of merchandise at Cape North on the Siberian Arctic coast, which lies on 180° longitude due south of Wrangel Island, to establish a trading post there.

Well do I remember that last night on the *Baychimo*, with its feverish haste and final instructions well into the night, and then the well earned bed for a couple of hours. It was still a "wee small hour," when slumber is sweetest, that some rough hand shook me up and a voice said: "It's about time you were out of here. What do you think we are here for? Picnic?" And there, outside, a drizzle of fall rain and fog and a bleak shore with strange, dark-skinned people greeted me. A few minutes later there was nothing to be seen of the *Baychimo*, only her fog-horn was heard blaring for a long time. Truly, this was when a man needed a friend.

But one gets used to anything. So it was with us. Soon I began even to like my surroundings and discern its good qualities, and the natives interested me immensely. Even now, years after, I still have a warm spot in my heart for that country and its people.

The people who inhabit that country, the whole Northeastern Siberia from Anadyr on Bering Sea in the south to Kolyma River in the north, are called Chukchee. They are Asiatics, of very likely Mongolian type, but their true origin is a matter of conjecture. They have their own language, customs and religion, distinct from other tribes. Their clothing, like that of other Arctic people, is made of reindeer skins, boots of sealskin and walrus.

They are divided into two classes: maritime natives, and reindeer nomads. The former derive their living from the sea (walrus, seal, fish, whale and polar bear); the latter subsist on reindeer. The language and customs are common to both classes. Those that live on the coast endure hardships frequently, depending mostly on good luck in hunting, while the reindeer natives are more independent, cleaner, and more honest. Their sole interest lies in breeding reindeer and living off them. Year in and year out they drive their herds to ever new pastures and in such way cover incredible distances. They come to the coast only in summertime, where there are less mosquitoes than in the interior, and in the fall again drive their reindeer into the interior because the snow on the coast, beaten hard by winter gales, makes foraging difficult for reindeer.

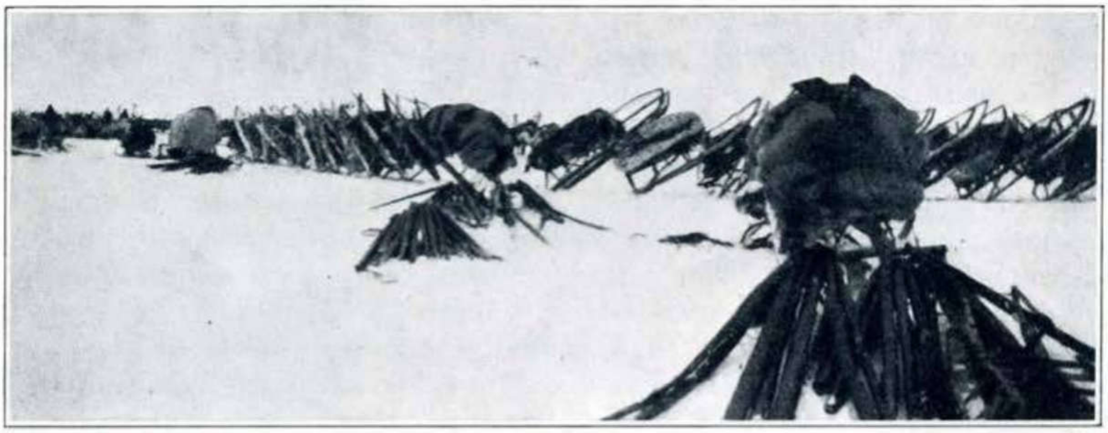
My first encounter with the reindeer natives was a pleasant and memorable one, and as such still lingers freshly in my memory.

It was late in October that I was through with the construction of a store and dwelling; then I was free to turn my attention to a supply of fresh meat which was very necessary for the winter. But as I was told that the reindeer natives were getting farther away from the coast every day, I had to hurry to catch up with them and secure a few animals. For that purpose I hired three natives with their poor outfits of dogs, selected an assortment of goods such as tobacco, sugar, tea, drilling, knives, cartridges, some beads and needles to be paid for meat, and rushed up into the mountains.

Our progress was rather slow but picturesque wending our way through narrow passes amongst craggy hills, ever higher and higher. On the first day we found no sign of natives, but on the second came across old tracks and then the natives themselves.

Here, amongst mountains and hills, were beautiful broad valleys with very little soft snow for this time and abundant forage for the animals. The valley was dotted with thousands of reindeer of various colours. Here and there were native portable dwellings, from which blue-gray smoke curled in the air.

Alaskan Reindeer



Camp Is Broken and Belongings Loaded on Crude Sleds to Be Moved to New Feeding Grounds

We were greeted first by dogs, then a goodly number of children, women and men. Questions were shouted and answered at a distance before we had an opportunity to stop. We were invited in and offered tea and meat delicacies, such as intestines fried over the open fires. Everybody was happy and news of our arrival was transmitted by much shouting to distant dwellings, which in Chukchee are called "yarang."

The man we were seeking was encamped with his family and herd two miles farther on, and thither we were directed. On arrival there we discovered that his camp was already broken up, packed and ready for moving farther up the valley. As the weather was mild and clear, it was interesting to watch the natives go about their work. As already said, the camp was broken, and all the possessions packed and lashed on large clumsy sleds. Then the sleds were arranged in a semi-circle in such fashion that the front of one rested on the rear of the other, forming a most formidable barricade. Into this semi-circle of sleds, some reindeer were driven and the exit closed by men, women and children. Then a few men began lassoing the trained animals, distinguishing them by earmarks. The lassoing could not be compared with Will Rogers'; nevertheless the desired animals were caught and secured quite effectively. During the lassoing process, the reindeer were milling round and round in one direction. When the necessary number of animals was secured, they were harnessed one to each sled, also tied by the antlers to the rear of the preceding sled, reducing in that way the number of drivers. When everything was ready and the children stowed away into a sort of hooded sled, a signal was given and the caravan started for the new pastures a few miles distant.

Fifty laden sleds, preceded by a Chukchee on foot, stretched out in single file on the level bottom of the valley. Here and there at the side of the caravan walked women coaxing and driving the slower animals, and not far behind 2000 animals were being driven slowly by men. The whole caravan presented a sight never to be forgotten. It resembled the early history of mankind, when times were more turbulent than they are now and whole nations, with all their belongings, were migrating to distant lands, being driven out of their own by stronger hostile tribes.

Arriving on a selected spot, the sleds were unloaded and the reindeer let loose. The snow was scraped off the ground and a yarang constructed within an hour

Natives Lassoing Reindeer

with long poles salvaged on a sea coast. All the joints were tied together with babiche—not a single nail was used in the whole construction. The cage-like frame of the yarang was covered with reindeer skins and when finished had the shape of a dome.

Soon tea was served along with meats. After tea I distributed the customary presents of tobacco, beads and bright coloured calico. News was exchanged, then followed more tea and an assortment of meats: cold boiled tongue, frozen marrow, and walrus meat—the last brought from the coast. Between 3 p.m. and 9 p.m. we ate four times. When it became dark we were asked to the inner room, where all the family gather for the night. The men took off all their upper garments, the women and children undressed completely. Our clothing was inspected by women for punctures, mended and hung up to dry.

Then the last meal of the day—and what a feast it was! An enormous caldron of choicest meat, fat and juicy, along with boiled ribs, was placed on the floor in the centre of the room, and half a dozen men and women, all naked, began hoisting out of what seemed to be a bottomless pit two-foot reindeer ribs or other succulent pieces. Sharp knives came into play, with which the ribs were nicely cleaned up, and then all reached out for more. For a few minutes nobody spoke a word—all the attention was on eating. In time tea was passed and more ribs, and finally our coast natives groaned but kept on bravely doing their bit. Their backs glistened from profuse perspiration rolling down their brown bodies, and when they could eat no more they just rolled off the circle onto skins and weakly, but gratefully, blessed their host. Later, in the dark of the night, while my sleeping neighbour snored lustily, I heard someone munching the remains of the ribs that were left over from supper.

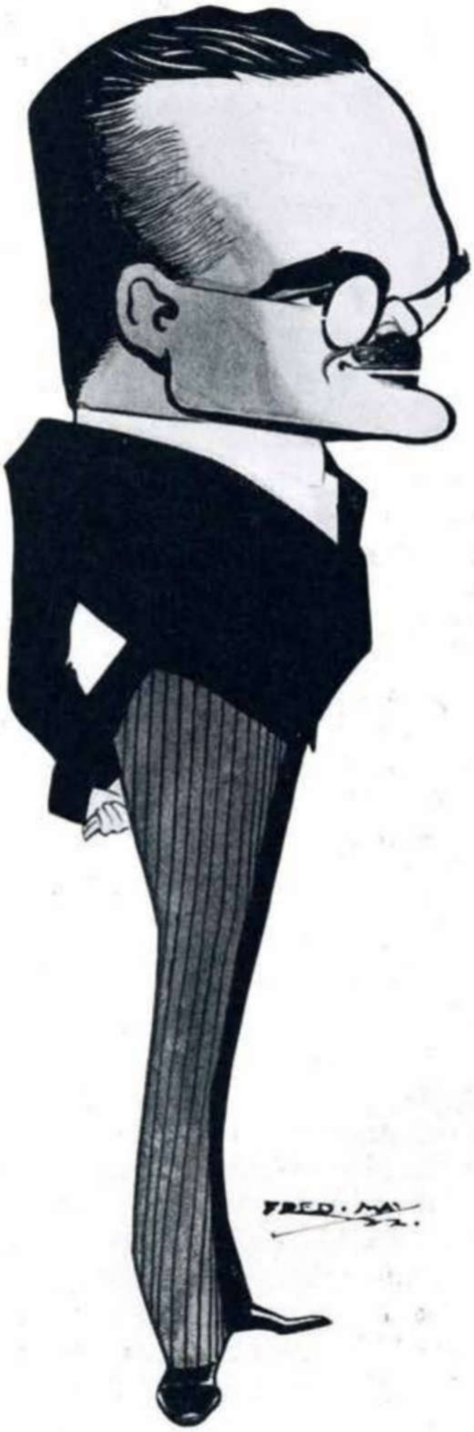
Early next morning five good-looking reindeer were caught and, with much customary ceremony, were killed that your servant might live.

Our host bade us a pleasant farewell, and I still can see him in my mind's view standing there on the hillock, his long hair swaying hither and thither in the wind, saying in Chukchee the equivalent of "Come again; it was a pleasure."

* * *

Father—"Yes, my boy, I'm a self-made man."

Son—"Gee, Pop, that's what I admire about you. You always take the blame for everything."



THE GOVERNOR

Courtesy of the London News-Chronicle

Amusing Extracts from HBC Journals

A PERUSAL of old post journals and other records of the Hudson's Bay Company often brings to light some amusing entries. These occur much more frequently in earlier journals than they do in those of recent times. Many of the old recorders were men of erudition; others, without any literary ability, had a native gift of expression and a nice sense of what constituted interesting local gossip. Signs of these are to be found among the more serious items of post intelligence in the daily records. The following are a few choice extracts on a variety of subjects from journals and other documents of the Company's posts on the Bay in the times of Captain James Knight, Henry Kelsey, Governor Richard Norton and others:

1715, 29th September—"James Knight states that he killed the sheep and ram . . . not thinking it worth while to Raise any of that Sort of Cattle, the winter being so long here & the summer so full of Musketos that the poor Creatures lives in Missery, either being froze in winter or Eaten full of holes in ye Summer by the flyes, so that they are all Summer madd & all Winter Creeping into holes. . ."—*James Knight, York F.J.*

1717, 11th August—". . . Here is now such Swarms of a small sand flyes that wee can hardly see the sun through them & where they light is Just as if a spark of fire fell & raises a little bump wch smarts & burns so that we cannot forbear Rubbing of them as cases such scabbs that our hands and faces is nothing but scabbs. They flye into our Ears Nose Eyes Mouth & down our throats as we be most sorely Plagued with them and I never see any where in ye Country the Tenn thousandth part of them as I doo here. Certainly these be ye flyes that was sent as Plagues to ye Egyptians as caus'd a Darkness over the land & brought such blotches & boiles as broke out over them into sores. These flyes comes out of the sand and moss that groweth upon the Rocks . . . " —*J. Knight, Churchill F.J.*

1717, 5th November—". . . Made a Bonfire gave the men six Quarts Brandy three pound Sugar and Strong Beer to Drink in Commemoration of that Cursed hellish Plot Designed against the whole Nation . . ."—*Henry Kelsey, York F.J.* (This refers to the Guy Fawkes gunpowder plot.)

1724, 21st August—". . . One of our home Indians being a hunting of Geese about half a Mile from his tent, and no Geese flying, he fell a Sleep, upon which a White Bear came upon him and gave him two Sore bites one upon the shoulder the other in the leg, and undoubtedly had tore him to peices had not another Indian that was in the tent Seen the Bear as soon as he came upon his Tent Mate, who Imedeatly Shott the Bear Dead upon the Spott. The Indian that is hurt by the aforesaid Bear is under Care of our Doctor . . ."—*Gov. Macklish, York F.J.*

1726, 17th January—". . . This Evening James Robertson whose hand was cut off ye 3d. of this Instant made an open Confession yt he went out of ye Factory with a full Resolution to lay Violent hands on himself, & yt he had Saved half pint of Brandy for 6 days before to drink in the cold Air, so as to make himself Elevated he likewise carried a piece of Rope, but after he had drank the Brandy, he throw'd the Rope away, so went to ye Steel Trap with a design to make away with himself in ye said Trap, but after he had been fast in the Trap for almost 2 hours by his own Confession without attempting to get out of the said Trap & by that time the fumes of the Brandy having Evaporated and come a little to his Sences he got himself out of the said Trap. All the Reasons ye said Robertson had to say for attempting to commit such a heinous Crime was that he had been uneasy & discontented in his mind ever since he came from England, and yt it was better to lay Violent hands on himself then to live in Hell upon Earth. In short ye said Robertson is a very Wicked Prophane Fellow . . ."— *York F.J.*

1731, 30th November—". . . The People would not work It being St. Andrews Day—They Clamed a Custom of the Country—that it was always Kept Holy Day, & their working Hard Four or Five Days before . . ."—*J. Jewer, Moose F.J.*

1733, 22nd September—". . . Our Orkney Cow being old & unfitt for Service wee therefore Kild her to make ye Best of her . . ."—*R. Norton, Churchill F.J.*

1742, 27th December—*Jos. Isbister (Albany) to James Duffield*—". . . I have Sent you a Wegg (wig) of my owne Contriving & beleve it will be of Service to you & prevent your Catching of Cold in your head which our great heavy Caps ocasion often . . ."—*Albany Corres. Book.*

1754, 20th October—". . . Severall of our Men went Seek for ye Cow but all to No purpose, who Concluded that She must have taken ye water by reason they found her track at the river sid & no further, but ye loss is not great She being a Toothless beast & 15 years old, & ye first Cow brought to Albany which was in 1747 . . ."—*J. Isbister, Albany F.J.*

1779, 27th October—". . . Dunch making an Electrical Machine . . ." ". . . Dunch fiddling at an Electrical Machine . . ."—*H. Marten, York F.J.*

1786, 27th August—Humphrey Marten purchases from Mr. Cox "an Elextrical Machine which under God preserved Mr. Falconer from total blindness, cured George Sutherland when almost bent double and from which many other persons received great benefit . . ."—*H. Marten, York F.J.*

1814, 4th February—*W. Auld to T. Thomas*—". . . In our Zeal for preserving the Colonists from the Scurvy, I have prevailed on our Servants at Partridge Tents to erase, for this Winter *only*, Sunday from their Kalender. I absolve them from the Sin by taking that wholly on myself. This is a bolder step then the boldest Romish Priest has done yet, and by giving a Bounty of one Penny for every Bird killed on that day, they the more willingly consent to the Conveyance of their Sins to my account, and you may be sure of making a proper Use of a Miracle too which occured the first Sunday that they so employ'd. On their going to the Partridge Net early in the Morning they found the Net down upon forty-four Partridges all alive newly caught a better Haul than Any they had made. By this step I however obtain at least one hundred Birds more in every Week for an extra 8/4 not quite the Price of One Piece of Salt Beef . . ."— *York Ft.*

1825, 29th March—". . . Myself sadly annoyed with Tooth ache and after many ineffectual attempts succeeded in pulling out the offender this Morning with a silk thread . . ."—*George Simpson, 1824-5 Journey.*

That dry and satirical humour was not quite a lost art with Hudson's Bay Company journal writers in the nineteenth century is apparent in the Norway House diaries, 1890 to 1893, some extracts of which are quoted by way of comparison:

1890, Sunday, August 31—"The day was put in listening to geological and theological discussions between Mr. McColl and Mr. Tyrrell. Mr. McColl was more than once landed in the bowels of the earth, but succeeded in making a rapid flank movement before he was buried alive."

1890, Monday, October 13—"Strong wind from the north-east, snow began to fall about 5 p.m. and continued all night. The hens were moved into the attic, where the cock about 10 p.m., either bewildered by his new surroundings, or else walking in his sleep, began to crow in a most vigorous fashion. If the offence is repeated, he will have to be gagged before retiring to his rest."

1890, Tuesday, November 25—"Becoming somewhat colder. Willie Belanger caught a squirrel this morning, which steeplechased all over the place followed by the entire staff before it was finally captured by Mr. Belanger, minus the tail, and put unto a cage. The Cross Lake Indians left for home in the morning."

1890, Friday, November 28—"The squirrel terminated its brief but chequered career last evening from an overdose of verdigris. The fact was announced to the public by the solemn tolling of the bell."

1890, Saturday, December 20—"Mr. Bouchete was here today lavishing his skill on a signboard for Hector's new residence, which bears the name 'Stornoway House.' The board is most artistic and could easily be read from Warren's Landing. A few of the Indians mistook today for

Christmas and while labouring under that delusion helped themselves to some of the articles which had been prepared for the regale and were lying in the kitchen."

1890, Wednesday, December 31—"Preparations going on all day for the Ball given in the evening. The latter was a great success, and everyone seemed pleased. A rocket was fired off at 12, then the bell rang and all the white folks joined hands and sang 'Auld Lang Syne.' A soiree musicale was held in Mr. Belanger's quarters. Goodbye 1890 and Good Morning 1891. *Le roi est mort: vive le roi.*"

1891, Tuesday, March 17—"St. Patrick's Day and the birth of a bull calf were quietly celebrated. Old Jock christened the calf 'St. Patrick' about 11 a.m., Hector acting as godfather, in which responsible office he was able supported by Mr. Isbister of Split Lake and his son James, who arrived most opportunely in time to participate in the interesting ceremony. Green ribbon was conspicuous during the day, and Home Rule, Parnell and Mrs. O'Shea were frequently toasted."

1891, Saturday, August 1—"Mr. McColl, who had been wrecked in one of the rapids between this and Cross Lake, arrived here. He lost everything that was in his canoe, including the bagpipes—thank God! And reached the fort in a very hungry condition about midnight."

1891, Wednesday, November 4—"The cat died today from causes unknown."

1891, Thursday, December 17—"The members of the church choir from the Fort went over to the Mission to practise last evening. Not long ago, the sow was a widow, then childless; now she is a corpse. But 'it is an ill wind that blows nobody good.' Old Jock has been, for some time, offending our olfactory nerves by boiling a variety of villainous-smelling compounds all over the house to tickle her palate and increase her weight. This, happily will now cease and we will be allowed to breathe the atmosphere in its natural and undiluted state."

1893, Wednesday, May 24—"Queen's Birthday. Flag flying; 'Long life and happiness to her Majesty!' Old Hector having caused a rigorous search to be made among the obsolete archives of his native parish in Scotland, has made the discovery that he was born on the same day as the Queen. As this has hitherto been a moot question, he came to the fort today to inform all persons interested that the matter was finally set at rest. Simpson and Chief Factotum Robertson started off on a duck hunt. They will also scour the jungle in quest of big game. They have taken a large supply of ammunition with them, from which it is confidently augured that the mess will be well provided for some time to come."

1893, Friday, May 26—"Our hunters (Simpson and Old Jock) returned from their shoot-expedition with —ONE DUCK; but they have a good excuse; they say J.A. frightened all the ducks away."

The Perfect Parody

When John Masefield crossed the ocean recently he was seasick, and thus provided Arthur Guiterman an opportunity of writing a perfect parody of "Sea Fever," which he calls "Sea-Chill." It appeared in *The New Yorker:*

I must go down to the seas again where the billows romp and reel.
So all I ask is a large ship that rides on an even keel,
And a mild breeze and a broad deck with a slight list to leeward,
And a clean chair in a snug nook and a nice, kind steward.

I must go down to the seas again, the sport of wind and tide,
As the gray wave and the green wave play leapfrog over the side.
And all I want is a glassy calm with a bone-dry scupper,
A good book and a warm rug and a light, plain supper.

I must go down to the seas again, though there I'm a total loss,
And can't say which is worst, the pitch, the plunge, the roll, the toss.
But all I ask is a safe retreat in a bar well tended,
And a soft berth and a smooth course till the long trip's ended.

London Fur Trade Association Annual Dinner

DESPITE the disappointment caused by the absence of H.R.H. Prince George (who was still resting after his influenza attack) the annual dinner of the London Fur Trade Association was a great success. It was held on January 31, at the Dorchester Hotel, Park Lane, London, W., the chair being occupied by Mr. Curtis W. Lampson, C.B.E., the president of the association.

Proposing the toast of "The London Fur Trade Association," Lieut-Col. D. J. Colville, M.A., M.P., Minister in Charge of the Department of Overseas Trade, and Parliamentary Under Secretary of State for Foreign Affairs, said the fur trade could be considered one of the oldest in the world. The pelts of fur bearing animals had been used as a means of exchange in commerce from the remotest times. Although Great Britain was not among the main fur producing countries, the geographical position and commercial prominence of London had led to its becoming a world centre for the distribution of the world's supplies of raw furs. In course of time there had been built round the fur trade various industries which lived by it; namely, fur dressing, fur dyeing, and the manufacture of the finished fur skin into the many varieties of articles of dress which were adorned by fur. Numerous attempts had been made to lure the trade elsewhere, but without success. That was proved by the fact that the number of firms connected with the fur industry in London had increased recently very largely; and since the war many new firms, some of whom had come from abroad, had entered the trade. Fur dressing and dyeing had indeed now become so well established here that it could truly be said that no branch of the industry was now dependent on other countries for a process, or the completion of a process.

As an example of the work in which the association was interested, Lieut.-Col. Colville said he would like specially to mention that the London Fur Exchange had now been established, and the formal opening would take place on February 22nd by the Lord Mayor.

Concluding, Lieut.-Col. Colville said: "In the firm belief that that revival will come and that your trade will fully share in its benefits, and in particular that the dogged and determined work of you here in Great Britain during the difficult days which we have experienced will be amply rewarded in better times, I give you the toast of 'The London Fur Trade Association,' and couple with it the name of your president, Mr. Curtis W. Lampson."

The chairman, responding, said he wished first of all to thank Lieut.-Col. Colville. After listening carefully to him, he thought the fur trade would take it that the Government was doing everything in its power to help the trade in the difficult times through which they were passing. The London Fur Trade Association was a comparatively new association and had only been in existence for about thirteen years, but its history went back to a very remote period. Furs and everything connected with them had been for many centuries past

Annual Dinner of the London Fur Trade Association, Dorchester Hotel, January 31, 1933

one of the most important trades in the City of London. About five hundred years ago the Skinners Company was formed to guard the interests of their trade; and he was proud to know that Mr. Raymond D. Poland was with them that evening as the representative of the Skinners Company. (Applause.) Mr. Poland was, in fact, with them in a triple capacity. First, he was the chairman of the council of the London Fur Trade Association. Secondly, he was the chairman of his own firm, which had been established for upwards of one hundred and fifty years; and thirdly he was master of the Worshipful Company of Skinners. Another well known personality present was Mr. P. Ashley Cooper, the Governor of the Hudson's Bay Company. That Company was founded in 1670 and was undoubtedly the oldest corporation in the world. Mr. Lampson hoped that under the able guidance of Mr. Cooper, his Company would shortly return to its former prosperity. (Applause.) As everyone knew, the fur trade was passing through times of extraordinary difficulty; but Mr. Lampson was confident that they would eventually pull through.

Mr. P. Ashley Cooper said that it fell upon him to propose the toast of "The Visitors," and in doing so it was gratifying to know that there was such a representative gathering. He believed it was the largest assembled body representing the fur trade since the association was formed. Continuing, Mr. Cooper said he was not present in a personal capacity, but he represented the Hudson's Bay Company, which was undoubtedly the oldest trading company in the world, and one of the earliest of the fur trade companies to come into being. Many of the guests assembled that evening were frequent attenders at the fur auctions which were so ably presided over by Mr. Goad or by Mr. Cobb. The volume of the transactions at those auctions very often ran into millions of pounds. When visualizing those enormous figures, he often wondered whether the buyers ever remembered the commencement of the auctions about sixty years ago.

In one respect, said Mr. Cooper, he did think the methods adopted in bygone days were better than those adhered to now. No doubt several members remembered the picture gallery hung on the walls of the auction rooms depicting the auctioneer and the buyers dressed in flowing robes of the brightest colours, some of whom were even carrying swords. It was not Mr. Cooper's intention to try and teach Mr. Goad his business; but he did think that that gentleman would improve matters very materially if he in future mounted the rostrum dressed in a purple velvet suit and armed with a sword. That would certainly add to the brightness of the sometimes rather drab proceedings. (Laughter.)

Mr. Cooper said that when a stranger visited the auction rooms it was always a case of utter bewilderment to him at the start. Mr. Goad, however, knew all the dealers by sight and by name, and Mr. Cooper really believed that he even read their thoughts. "At first," said Mr. Cooper, "when I attended these auctions, I was mortally afraid that if I even raised my eyebrows by the slightest fraction I should find myself the possessor of a large parcel of furs." (Laughter.)

Continuing, Mr. Cooper remarked that from a director of the Bank of England the association would no doubt like to know something about the gold standard, but he thought that was a matter which might well be left over to another occasion. (Cries of "No.") Mr. Cooper pointed out that in the early days of his Company, their currency was "beavers." As recently as ten years ago, when the Hudson's Bay Company opened up Baffin Land, it was necessary for the commissioner to find some form of currency for trading with the Eskimos. Eventually, pieces of barrels were cut up into strips for trading purposes; and Mr. Cooper said that he had some of the originals of those bartering days in his possession now.

The association had heard about the policy the Government were following; and Mr. Cooper agreed with every word Lieut.-Col. Colville had said. He was convinced that the recovery of world trade depended on the widespread recognition of the fact that sooner or later trade barriers would have to be removed. In that respect, the fur trade had shown the world a fine example. He was gratified to know that Dr. Paul Hollender, of Leipzig, was with them once again. As everyone knew, he was one of the leading figures connected with the fur trade, being president of the International Federation of the Fur Industry and president of the Reichsverband der Deutschen Rauchwaren Firmen of Leipzig. Mr. Cooper said that he had only been associated with the fur trade for a short time, but he had on more than one occasion had experience of Dr. Hollender's broadminded outlook. Dr. Hollender's valuable services to the fur trade had been deservedly rewarded, and Mr. Cooper took the opportunity of congratulating Dr. Hollender on the degree of doctor which had been conferred upon him by the Leipzig University.

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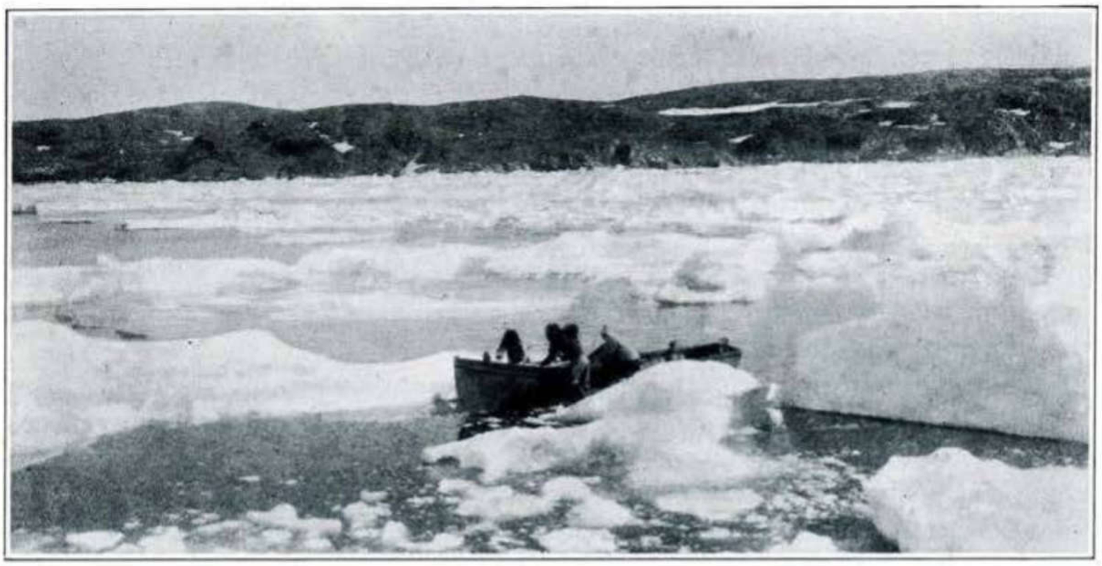
"I may be romantic, but I never fail to get something of a thrill when I cross the threshold of Hudson's Bay Company property in the North," said Major W. J. Hale, superintendent of the postal district of the Mackenzie basin, at a luncheon given for him by Mr. Klein at the Winnipeg store prior to his address. "I have received so much kindness and hospitality from Hudson's Bay Company men in many parts of Canada that I could not help but have the most friendly feeling for the Company."



Ice Jammed so Tightly into Port Burwell Harbour That Even the Navigation of Small Boats Became Impossible

A Cruise North on the Ungava

By G. A. WOONTON

LAST summer, while attached to the Canadian Arctic patrol, I became better acquainted with the personnel and activities of the Hudson's Bay Company in Northern Canada than usually falls to the lot of a non-employee of the Company. Most of all, I was impressed by the universal good fellowship of executives, post managers and apprentices alike.

My first real acquaintance with the Company was made on the morning of July 9, when we sailed from the St. Lawrence Sugar Company docks, Montreal, on board the *Ungava*. James G. Allan, now at Sugluk West, and Alfred Copland, stationed at Fort Chimo, shared a cabin with me and another of our party. Between them they dissipated my illusions about the silent men of the North. Allan's accordion and Copland's stories made a tedious trip up the St. Lawrence almost enjoyable. Later acquaintance with Alex Smith and Gordon Webster, just next door on the poop, did not spoil my first good impressions.

The ship made her first call at Cartwright on the Labrador coast. It is a village of forty houses, situated just at the timber line.

Port Burwell, at the entrance to Ungava Bay, gave us our first taste of the North. Loose ice filled the harbour on the first day, and the cargo destined for the post had to be taken to Lake Harbour, across the straits, and sent back later by the *Nannuk*. Everyone took the opportunity, while at anchor, to try their skill at ice walking—some of us to our sorrow. Two of the "mounties" discovered that ice cakes can roll and that freezing water is cold. Ernest Lyall and Alfred Copland put on a jumping expedition that caused far hardier nerves than mine to jangle.

The next month is a jumble of places, people and experiences. The *Ungava* crossed the straits to Lake Harbour, recrossed them to Wakeham Bay and Sugluk, then on to Wolstenholme, down the east coast of Hudson Bay to Cape

Smith and Port Harrison, up to Southampton Island, then to Wolstenholme again, over to Cape Dosset, Lake Harbour, and finally Port Burwell.

Nature provided all gradations of weather from fog and cold rain to heat and mosquitoes. Ice was met occasionally in the straits and around Southampton Island. Probably the mosquitoes were the greatest tribulation of our northern voyage. At Port Harrison, the Eskimos have devised a cylindrical head gear made of galvanized iron and fly screen to keep the pests away. Certainly I never expected to hear of Eskimos being bothered by mosquitoes. I sometimes suspect that their mitts, kuleytaks and sealskin boots are all devised not for warmth but for protection from flies.

Lake Harbour, on the southern coast of Baffin Land, and Wolstenholme, on the Northern Quebec coast, might well be Hudson's Bay Company show places. Nature has done her best to provide a beautiful setting at both places; man has not spoiled Nature's handiwork.

At Sugluk, where we said good-bye to James Allan, we encountered a distinctly different type of Eskimo. They are short, very dark skinned, slant eyed and round faced. At Sugluk the women and children had such rosy cheeks that I caught myself looking for the corner drug store. Here, as everywhere else in the North, the women smoke briar pipes and hump freight as easily as the men.

At Wolstenholme I met James Thom, manager for that section. A few weeks later we became cabin mates and spent the next fortnight in good-natured argument over every conceivable subject, much to the disgust of Alan Fraser, of Lake Harbour, who also came out on the *Ungava* this year.

About the middle of August, the *Ungava*, having put ashore all passengers other than the Government party and a few Company employees, left Port Burwell for the second part of her cruise north along the east coast of Baffin Land and Ellesmere Island. Calls were made at Pangnirtung, Clyde and Pond's Inlet before starting on the purely Government cruise to Bache Peninsula, Craig Harbour and Dundas Harbour.

Native Family at Pangnirtung

At Pangnirtung, native dwellings, customs and dress were much more primitive than anywhere previously visited. Skin tupeks completely replaced the canvas tents of the lower latitudes, and sealskin clothing was seen more often than duffle garments.

Pangnirtung is the location of the only hospital in Baffin Land. It is small, but complete. On this voyage the *Ungava* delivered complete X-ray equipment.

Pond's Inlet is probably the most northerly Hudson's Bay Company post. It is situated on the north coast

The Post at Pangnirtung

of Baffin Land across the inlet from Bylot Island. I remember it most distinctly for its nondescript native settlements and the number of dogs that one found continually under foot. The permanent native shacks are built from scrap material of all kinds, material that only an Eskimo could associate with a house.

A dusting of snow covered the ground at the time of our first visit. A few komitiks or native sleds were pressed into service for landing freight. One must admire the natives for the dispatch with which they convert fourteen fighting, snarling dogs into an orderly pulling team.

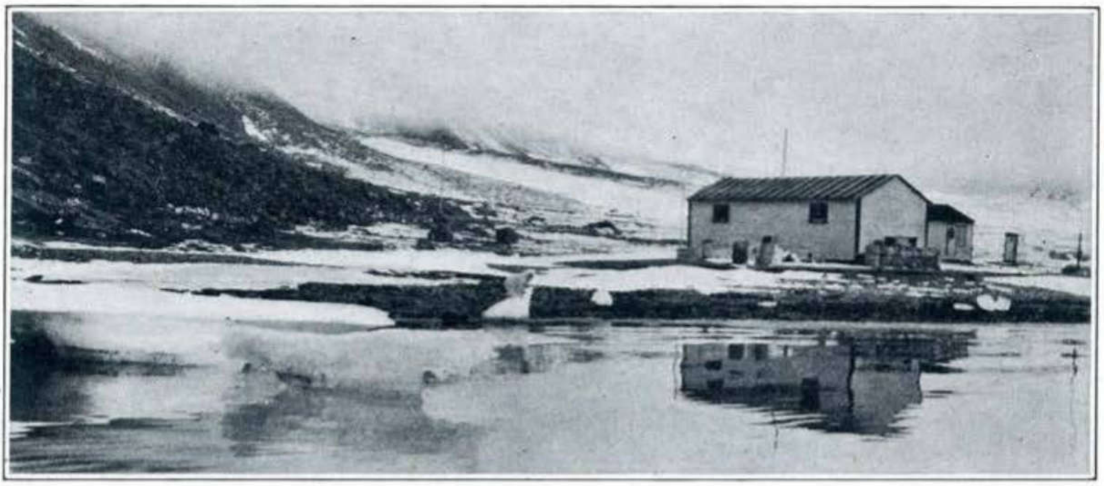
All fur was put ashore at Pond Inlet, as were the Company people, with the exception of Messrs. Watson, Ritchie and Troup, to await the return of the ship from the more or less hazardous trip to Bache Peninsula.

Unfortunately, the ice from Kane Basin had not gone out into Baffin Bay during the summer. At Bache, Rice Straits, Fram Haven and the basin were all completely blocked by extremely heavy polar ice and the ship could get only to within thirty miles of the Royal Canadian Mounted Police post located there. After a day cruising in latitude 78° 32′ N., the ship was headed south for Craig Harbour without having made contact with the police detachment.

Craig Harbour is (at present) an unused police post on the south cost of Ellesmere Island. It was originally the Government's intention to move the Bache detachment south to this point; but, failing to reach Bache, it was decided to rehabilitate the post, then attempt to instruct the Bache detachment by radio to patrol south to Craig Harbour. Polar bears had taken possession of the post.

Eskimos seldom wander north of Pond's Inlet, and never as far north as Ellesmere Island. Twenty tons of freight were to be landed at Craig Harbour and no native stevedores were available. All hands "humped" cargo for three long hours that afternoon.

A short stop was made at Dundas Harbour before the ship proceeded back to Pond's Inlet by way of Navy Board Inlet to pick up the fur and passengers. After Pond's Inlet the atmosphere of the ship became that of an excursion party. The work was done for the season and only the goodwill call at Greenland and a stop at Port Burwell remained to be made.

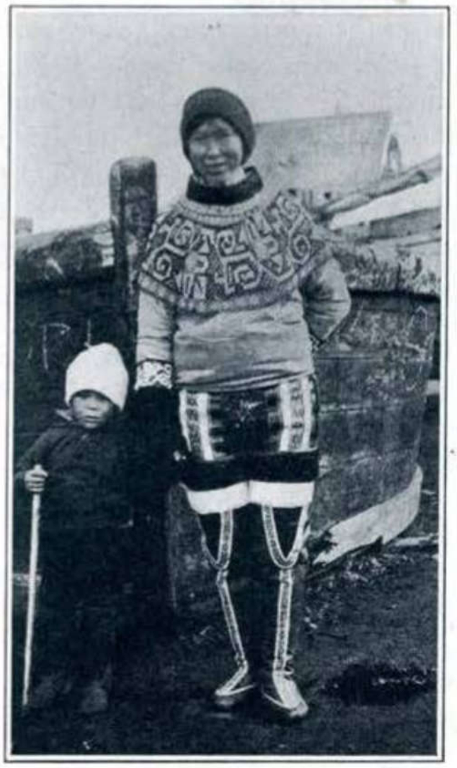


Craig Harbour Was Taken Over by Polar Bears

Godhavn, Greenland, is as different from the Northern Canadian settlements as Canada is from Mexico. The village is much bigger than any in Canada; it consists of thirty or forty frame residences, in addition to a church, school, Danish government experimental station, printing office, museum and parliament buildings. Godhavn is the seat of the northern inspectorate of the island.

The Canadian Eskimo woman's dress consists usually of a sealskin artiggi or duffle dickey equipped with a hood, sealskin trousers (north of the circle), or skirt of store goods (along Hudson Straits), and sealskin boots terminating below the knee with a pucker string. The men regularly wear dickey, trousers and boots, the material being either sealskin or duffle, depending on the locality. Often the dress of men and women are distinguished only by the length of the tail on the dickey.

In Greenland the men generally have adopted European clothes, but the women wear amazingly intricate costumes worked with beads and set off with bright colours. The dickey is replaced by a kind of coloured waist, over which is worn a beautifully worked, beaded yoke, often a foot wide. Very short blue fox trousers are worn instead of the knee-length sealskin of the Canadian women. The women's boots are quite as beautiful examples of workmanship as any other part of the dress. They are of the white sealskin variety found in Canada only on Southampton Island, but in Greenland are made so long as to reach almost to the hips. The boots are dyed in colours reaching through the whole spectrum from red to violet. Since no hood is attached to the waist, a knitted cap is regularly worn on the head.



Elaborate Work on the Costume of This Woman of Greenland

The racial characteristics of the two countries are markedly divergent. The Canadian natives can best be described as Chinese in type, with broader faces and darker skin than the Cantonese usually met here. Most certainly one cannot miss their Mongoloid appearance. In Greenland a preponderating proportion of the people have fair skins, red cheeks and long, often thin, faces. Dressed in other clothes many of the women could easily pass as Nordics.

The language is much the same in Greenland and in Canada. As far as I could learn the only variation is the introduction of Danish rather than English words into the language to designate objects unknown to the primitive races.

In their present stage the Canadian natives live in tents (skin or canvas) during the summer months, and in snow igloos during the winter. Heating and cooking is done over a seal-oil kudlik; the temperature of the igloo is not allowed to go above 32° F. Probably because of the primitive method of cooking, flesh of all kinds is usually eaten raw, flour alone being cooked in a form of bannock.

In Greenland, in Godhavn at least, the natives live in frame residences heated with coal and equipped in much the style of our own homes. The one native house that I visited consisted of two main rooms, bedrooms and kitchen. The parlour contained a piano, settee, and a library table and was carpeted and hung with pictures. Hospitality was the keynote everywhere in Greenland, both in the homes of the natives and the white population.

A local newspaper is published monthly by a local printing office operated by natives. The local school is presided over by a Danish teacher and attendance, I believe, is compulsory for the children.

The trip south, both before and after the stop at Port Burwell, was far from comfortable. The *Ungava* is rebuilt to slide through ice fields, and the very construction which makes her a fine ice ship also makes her a fine roller. I suspect that John Allan, S. D. Fraser and a good many more of the boys will remember the trip south for a long time.

The cruise concluded on September the sixteenth at St. John's, Newfoundland. It was with the heartiest regret that I said good-bye to my friends of the Hudson's Bay Company.

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An island in the Pacific is being offered for sale by the Land Department, within reasonable distance of the amenities of civilization. In these days when people are undertaking to escape from the cares of life and to simplify their existences, this seems to have interesting possibilities. Enquiries will no doubt be welcomed by the Land Department when the more romantic aspects can be described.

R. J. Fraser, assistant director of the Canadian Hydrographic Services, in speaking on the aids to navigation in Hudson Straits, points out that with cairns and beacons, three hundred and ninety voyages were made through Hudson Straits in the interests of the Hudson's Bay Company during one hundred and fifty years, with a loss of only two or three vessels. "The Hudson Bay route can boast a system of aids to navigation that has been declared by mariners second to none for efficiency."

Beaver Club Notes

HUDSON'S BAY HOUSE, WINNIPEG—On Thursday, February 2, the Beaver Club of the Hudson's Bay House held their first social event of the season in Picardy's salon. The function was well attended, about one hundred and sixty-five being present. Soft lights, decorations and the splendid music supplied by Frank Wright's orchestra imparted the necessary air of festivity to the occasion. For those who desired, bridge was held in an adjoining room. A delightful lunch was served at 11 p.m. during which the prizes won by Mrs. D. Stevens, Mr. F. Russell, Mrs. Mawford and Mr. McBride, were ably distributed by Mr. J. Poitras.

The members of the Hudson's Bay House branch of the Beaver Club held their second Christmastide gathering at the Winnipeg store on Thursday, 29th December, 1932. One hundred and seventy members and friends attended.

Mr. R. Peirson presided. Mr. George W. Allan, K.C., Mr. and Mrs. H. B. Lyall, Mr. and Mrs. C. S. Riley, and Mr. and Mrs. P. A. Chester spent the evening with us.

Mr. George W. Allan, Chairman of the Canadian Committee, and Mr. P. A. Chester, our General Manager, spoke briefly of the pleasure it gave them to be present and expressed the hope that future business engagements would permit of their attendance at our club's various functions throughout the year.

The annual general meeting was held after dinner, when a short survey of the year's activities was made by the president, showing the standing of the club as highly satisfactory in every way.

The following were elected as a board of directors for 1933: Misses W. Archer, L. Fraser, S. Goodman; Messrs. A. H. Brotheridge, N. B. Francis, R. W. Murray, J. Poitras, J. G. Raymond, W. Thorogood.

The business meeting concluded at nine p.m., after which the evening was spent in dancing and bridge.

At the first business meeting of the new board, Mr. John Poitras was elected president for 1933.

Mr. Robert Watson, who has edited *The Beaver* magazine for a number of years, left the Company's service at the end of January. Prior to his leaving, Mr. Watson was presented by his associates in Hudson's Bay House with a handsome silver tray, suitably engraved.

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WINNIPEG RETAIL—*Ice Frolic*—With a hockey game between Hudson's Bay Company All-Stars and the Royal Bank of Canada team, speed skating, and the appearance of Frank Stack, North American indoor champion, as outstanding events of the evening, the second annual ice frolic sponsored by the sports committee of Hudson's Bay Beaver Club, Winnipeg in the Olympic rink, Thursday night, February 9, was a decided success.

Despite the sub-zero weather, the frolic attracted approximately a thousand sport enthusiasts, who thoroughly enjoyed the programme. The committee in charge of the event was composed of Frank Morris (chairman), William Staton, E. Mercer and M. Barr. Bert Dent was announcer.

The hockey game provided plenty of action, and the teams were well matched, for at full time the score was 4 to 4. Both scored once in overtime play. Between the periods, B. Kyle and E. Kemp provided entertainment as clowns.

A splendid demonstration of figure skating was given by Rupert Whitehead, and by two couples, Miss Betty Holden and Rupert Whitehead and Miss Peggy Holden and George McCullough.

Bert Neal, Manitoba indoor champion, won the quarter mile speed skating race after Stack, who was far ahead of him, fell down, G. Scott finishing second and Milic Brascasin, third. M. R. Faires, J. Young, S. Drake and W. McCaughan, of the card writing department, won the novice relay race. Peggy Coull, Ada Anderson, Kay Riley and Maud Clark, of the unit control office, came through very easily in the girls' relay. T. Cheadle and Miss Margaret Murray were winners in the couple race.

Captained by Andy Dick, the display department team won the broom ball game against the store All-Stars, the score being 2 to 1.

Annual Meeting—Fine progress was shown in reports presented at the annual meeting of the Beaver Club, held in the restaurant of the Winnipeg store, Tuesday, January 31.

In his presidential address, R. S. Carey called attention to the fact that the club now embraces almost one hundred percent of the staff. In the year, 1,257 cheques were issued for sick benefits. He mentioned also the many enjoyable dances and "family nights" held in the club rooms and the outstanding success of the annual picnic to Winnipeg Beach. He was pleased to report that many more members now are using the Beaver Lodge club rooms, close to the store, for lunches and parties.

E. J. Mercer, secretary, reported that many more calls had been made this year on the club's sick benefit funds, due to the prevalence of influenza and the fact that payments now are made from the second day of illness instead of the third as previously.

The report of the visiting committee showed that the store hospital and visiting committee had done much good work during the year, including 4,490 dressings, 9,827 other treatments and 1,956 examinations. Special thanks were tendered to Dr. Secord, the club's doctor, and Nurses E. Andrews and K. McDonald. On behalf of the house committee, Peter Blacklaw submitted a satisfactory report, and was thanked for his unceasing efforts in looking after the comfort of the hundreds of members who used the lodge.

The sports and social side were not neglected, which was shown in the report submitted by R. A. Leckie and E. Burnett. This showed that bridge, tennis, hockey, golf, softball, bowling, snooker, a camera contest, dances and picnic had all been well supported.

P. Harrison, treasurer, reported that the club had a substantial balance of several thousand dollars. It was pointed out that this happy state of affairs was mainly due to the generosity of the Hudson's Bay Company, which contributes dollar for dollar with the members.

T. F. Reith presented gifts of appreciation to two of the club's most active officers, P. Harrison and J. H. Pearen, who have resigned from membership. Mr. Harrison had acted as secretary-treasurer of the Hudson's Bay Welfare Association from 1917, and since the inception of the Beaver Club two years ago had been its efficient and energetic treasurer.

Mr. Pearen's service covered a similar period with the welfare association, and for a time included chairmanship of the welfare and visiting committee of the club. Mr. Reith paid glowing tribute to their long and faithful service.

G. F. Klein, manager of the store, was chosen honorary president, with the following honorary vice-presidents: G. W. Lawrence, R. McCurdy, L. L. McCanse, F. O. E. Heales. Directors, from whom officers will later be chosen, were elected as follows: R. S. Carey, Miss G. MacKenzie, Miss E. Veysey, G. Hunt, R. A. Lickie, Miss E. Trick, G. Dakins, P. Blacklaw and Miss I. Swainson.

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Victoria—*Annual Banquet*—Nearly three hundred and fifty members of the Victoria staff were guests of the Company on Thursday evening, January 27, at the annual dinner held in the Victorian Dining-Room. Mr. A. J. Watson presided, his address combining greetings from the Company and his presidential report of the year's activities of the Beaver Club.

Mr. Watson congratulated his staff upon the efficiency and devotion to duty which had been generally evidenced by the employees throughout the year. He warmly complimented A. J. Gilbert, who had recently been undertaking sale promotion duties, and remarked upon his success in his policy of encouraging a bright and cheery atmosphere throughout the store. While officially sales promoter, Mr. Gilbert had also been a successful "smile" promoter.

The Beaver Club had enjoyed a very successful year, Mr. Watson showed in his report as president. A substantial balance was to the credit of the welfare department, although it had been found possible to remit the dues for six months. That course had been suggested by the head office to all the Company's stores throughout Canada. Mr. Watson believed Victoria was one of the very few instances where it had been found practical to adopt the suggestion and relieve the staff of half the usual contributions. Although there had been a full programme of sports and social entertainments throughout the year, Mr. Watson was able to report the department had a good balance at the bank. He mentioned the excellent concerts organized by the Glee Club and especially complimented the members upon their efforts. In this connection he remarked that splendid singing had featured the dinner and indicated that many additional members of the staff could be recruited by the Glee Club.

Reports were presented by the various working committees and, with the president's report, were accepted unanimously.

Following the dinner the Richard Eaton cup for carpet bowling was awarded to Miss Rowlands, and a trophy for doubles bowling was presented to Misses Fishlock and Le Sueur.

The following guests were introduced by Mr. Watson; Dr. R. L. Miller, E. H. French, Walter Fowles, C. Harding, G. R. Robson and F. H. Aldous, the latter a long-service employee of the Hudson's Bay Company who had recently come to Victoria upon retirement from the service.

During the dinner, and following the business meeting, the following artists entertained: Miss I. Crawford, B. McMillan, J. Walsh and several members of the staff.

After the banquet, the company adjourned to the Shrine Auditorium, where a dance arranged by the Beaver Club was attended by more than five hundred people. George McAdams was in charge of the arrangements, assisted by Misses E. Baxter, B. Shadbolt, H. Cross and I. McAdams; D. Fish, W. Woodley, H. Ward, J. Grant and H. Gallop. A five-piece orchestra provided music, and the programme included many novelty and spotlight dances, for which prizes were given. Medleys and cut-ins added to the pleasure of the evening, and dancing was continued until a late hour. Refreshments were served.

The balcony was equipped with card tables for those not caring to dance, and special stunts and items were staged between the dances, among the most successful being a comic ballet given by male members of the Beaver Club.

The election of members to serve on the Beaver Club board for the year 1933 resulted as follows: President, A. J. Watson; vice-president, J. S. Horne; secretary, T. Wilkinson; treasurer, Irene McAdams. Other members of the board are R. Eaton, G. McAdams, D. Fish, Miss G. Allen and Miss B. Shadbolt.

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CALGARY—*Beaver Club Choir*—The Calgary Beaver Club is justly proud of the success achieved by the choir during the past Christmas season. Composed of thirty-one members of the staff, "with no special additions," the choir made its first appearance on November 10, when it rendered appropriate music for the Armistice anniversary. The Christmas programme was commenced on the morning of December 8, and carols were sung each morning thereafter until Christmas at 8.45 o'clock, the doors being opened fifteen minutes before the commencement of business at nine o'clock. The choir also entertained on the open evenings before Christmas and appeared in forty-one performances. Invitations were received from many organizations in the city to entertain. Concerts were sung at Keith Sanatorium, the Glencoe Club, the Herald Sunshine Fund concerts and four radio broadcasts.

Great credit is due to the director, S. G. McDowell, whose musical ability and conducting experience contributed to get the best out of everyone and produce a first class choir. As a fitting climax, on Christmas Eve Mr. Standfield personally thanked the choir and presented each member with a small gift.

Serious consideration is being given to the suggestion that the choir be entered in the Alberta Musical Festival, which will be held in Calgary in the latter part of March.

New Officers—The annual meeting of the Beaver Club was held on January 26, approximately three hundred and fifty of the members attending. After dinner, the necessary business of the annual meeting was dispensed and addresses were given by President J. McGregor, Secretary H. V. Sidney, and the general manager, Mr. R. E. Standfield. F. Auger and his "trained animal" show was an entertaining addition to the dinner programme.

Results of the elections were as follows: President, J. A. McGregor; vice-president, Mrs. A. C. Gilbert; secretary-treasurer, H. V. Sidney; directors, S. E. Gahn, Miss M. Sparrow, Miss J. Eyres, S. Eustace, G. Fox and F. Auger.

VANCOUVER—*Cabaret*—On Tuesday evening, February 21, the Beaver Club entertained the members and their friends at a very enjoyable cabaret at the Commodore. Beautiful surroundings, peppy music and lots of entertainment provided a wonderful evening for all who attended.

Officers and board for 1933: President, G. A. H. Porte; vice-president, Miss E. S. Morley; secretary-treasurer, H. R. P. Gant; board members, Mrs. K. Desmond, Miss E. Rodgers, Mrs. E. Pringle, H. Stevenson, L. W. Frayer, R. Leaney.

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SASKATOON—*Annual Meeting*—The annual Beaver Club meeting and supper held in the new dining-room, was an event of January 30, one hundred and twenty-five members of the club attending. After a delicious supper, Mr. Barrett opened the business meeting. The secretary's and treasurer's reports for 1932 were heard, summarizing a very successful year both socially and financially. Mr. Barrett then spoke, wishing the club every success in the 1933 season. President P. McCartney gave a short address asking for a better understanding and greater co-operation amongst the members of the club.

As a result of a vote, the following committee was elected: Miss J. Gibb, W. H. Watson, C. W. Page, J. Power, B. J. Tupman, A. Clark, E. F. Newlands, A. E. Weldrake, and L. H. Benjamin. The committee named L. H. Benjamin president, A. Clark, treasurer, and A. E. Weldrake, secretary.

Several amendments to the constitution and by-laws of the Beaver Club were read and unanimously accepted. During the course of the evening C. Hurling, for the past eight years treasurer of the Beaver Club, was presented with a club-bag, a token of the appreciation of the club members for his faithful services.

Social—A goodly number of Beaver Club members and their friends attended an enjoyable social which took place on January 11. Eight tables of whist and twelve tables of bridge were in play. While lunch was being served, the gathering was delightfully entertained by several clever tap dancers and a Scotch comedian. The social committee is to be congratulated upon the excellent way in which the social was arranged.

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EDMONTON—The Edmonton Beaver Club held a store dance and whist drive in the Tivoli, January 26. About two hundred members with their friends attended. This was the first dance held for some time and it was greatly enjoyed.

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The Hon. G. B. Martin, of Victoria, B.C., on Christmas Day was the recipient of congratulations on attaining to his ninety-first birthday. He is a veteran of the Crimean War and is one of B.C.'s earliest surviving settlers. About seventy years ago he was in the service of the Hudson's Bay Company at Kamloops. Later he took up farming and served in the provincial government of British Columbia, becoming a cabinet minister.

News Letters

LONDON LETTER

London, 30th January, 1933.

An innovation in fur sales was made when it was decided to hold a silver fox sale before Christmas. The sale was held actually on December 12th and proved quite successful, so that it will probably be repeated next year.

The usual Christmas party, held under the auspices of the Beaver Club, took place on Friday, January 6th, and was very well attended. The Governor and Mrs. Cooper, as well as Sir Alexander and Lady Murray, and Colonel and Mrs. Karslake, attended. Everyone thought the evening a great success, thanks largely to the preparations made by the committee under the guidance of Mr. T. Ruttle. The proceedings commenced with the exhibition of a film illustrating some of the places in South America visited by the Governor last summer and was followed by two films of the Canadian North, entitled "The Fur North," which dealt with Eskimo life, and another called "Hides and Go-Seek," which illustrated a trapping expedition starting out from and returning to Fort Chipewyan. After an interval for refreshments, the party proceeded with various games and dances and included a distribution from the Christmas tree for everyone present.

All members of the London fur department join in wishing Mr. T. Ruttle health and prosperity in his new sphere. Mr. Ruttle sailed on the S.S. *Montrose* on January 27 to join the Company's Canadian fur trade organization.

The annual dinner of the London Fur Trade Association (Inc.) takes place at the Dorchester Hotel, Park Lane, on January 31st. H.R.H. Prince George has promised to attend as principal guest. For the first time in recent years, the Governor of the Hudson's Bay Company will attend this dinner, and it is understood that Mr. Cooper will propose the toast giving the health of the guests.

Another event that has created a good deal of interest in the fur trade is the formation of a London fur exchange with headquarters in the Strathcona Room, Garlick Hill, E.C. 4. This new exchange will be opened by the Lord Mayor, and it is expected that many city dignitaries and other prominent people representing the Board of Trade and various business circles will attend.

The London winter fur sales attracted an unusually large concourse of European and other buyers. So great was the interest shown in the offering of about 50,000 silver foxes that it was decided to postpone the Company's main sale for a day to give the buyers an opportunity of inspecting the fur collection.

The Deputy Governor, Sir Alexander Murray, C.B.E., sailed for a trip to South America on January 28th. Sir Evelyn Wallers left a week earlier on a visit to South Africa.

The London buying department, operated jointly by the Hudson's Bay Company and The Robert Simpson Company Limited, has now settled down into a smoothly running unit, working in close co-operation with the Canadian organizations of both companies. The staff have been working at full pressure owing to the increased enquiries from all departments for new merchandise. Preparations are now being made for the arrival of Messrs. Bodel, Nimrod and Thurston due this week, and of Mr. Ellis two weeks later. These buyers will visit the most important British and Continental markets in search of the keenest values for their respective departments

In May, 1932, London Head Office launched a "Suggestions and Ideas" scheme for members of the staff, relative to the operations and activities of the Company. During the period May to November, fifty-five suggestions were received and considered, and these have resulted in many economies, also in an increase in efficiency of the London organization. The following prize awards were made by the Governor and Committee for the best suggestions submitted: E. A. Pettman, insurance department; R. Carder-Geddes, buying department; A. F. Tyler, transfer department; H. J. Bentley, fur warehouse; G. Muddiman, attendant Beaver Hall.

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EDMONTON STORE

February 14, 1933.

We wish to welcome the following newcomers to our store: G. Windwick, G. Bowdler, C. Bower, D. McIvor, H. Ward, Miss M. Hardy, D. Deane, M. Jose, Miss M. Brown, Miss E. McGregor, Miss M. Ince, S. Watts, Miss B. Skaggs, Miss H. Brown, Miss C. Fleming.

Excellent response was given to our two fashion shows, which were put on in our own dining room during tea hour, 3.30 to 4.30. Also a fashion show, during intermission of the electrical cooking demonstration by Miss Thompson, was put on by our store. Thirty-six garments were shown in twenty minutes by six models. This was highly recommended by the public.

We are glad to welcome back to the store Miss B. Fanjoy, who has been away several weeks on account of illness.

The whole staff join in wishing F. Smith, head electrician, a speedy recovery.

We had A. Port, Vancouver superintendent, with us a few days last week.

J. H. Smith, Vancouver credit manager, has also been spending a few days with us before continuing his journey on to head office, Winnipeg.

D. V. Hicks, our advertising manager, is at present on a business trip to Calgary, Vancouver, Kamloops, Vernon, Victoria.

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CALGARY STORE

February 16, 1933.

Do You Know—That this Calgary store of ours is the largest building in the city in point of floor space (seven and a half acres), and that if you were to start cleaning the floor with a tooth-brush, beginning on the main floor and working up, by the time you finished up at the sixth the main floor would probably be quite dirty again?

That Miss B. Riddoch (audit office) is an expert Indian club swinger, an excellent debater, an ex-officer of the Girl Guides and aspires to be a medical doctor?

That E. Charlene (third floor porter) is also an ex-officer, but of the German army, speaks five languages and plays Wagner pianoforte by ear?

That J. McGregor (millinery buyer, Beaver Club president) left university three months before graduation to begin his departmental store career as parcel boy in an Edmonton emporium and states that he still prefers buying hats to gazing at framed diplomas?

That R. E. Standfield (general manager) sings baritone and is an authority on elephant lore?

That R. Simpson (china buyer) has journeyed abroad eleven times in as many years to scour markets in search of china bargains, and that those scourings have taken him into sixteen European countries and the United States?

That Miss B. Lowes (bargain circle) is a portrait and landscape artist of considerable note?

That Miss M. (store nurse) rode a horse over a six-foot hurdle, and broke her ankle playing ping-pong a few years later?

That Miss C. Lyons (audit office) is organist in Saint Anne's Cathedral?

That H. V. Sidney (traffic manager) was a member of the D'Oyle Carte Opera Company for two years and sang in their production of several famous Gilbert and Sullivan operas?

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Vancouver Store Choir

The Vancouver store choir made their initial bow to an invisible audience over the air during the Christmas week, when they rendered a fine programme of Christmas carols and anthems. Recitals were also given in the Georgian Restaurant on the three evenings preceding Christmas, and the choir offerings were greatly appreciated by the patrons of the dining-room.

The choir was augmented by an orchestra of twenty-five pieces, and the entire musical programmes were under the direction of Mr. B. Gunton Smalley. Great enthusiasm is now being shown at the practices for the Musical Festival, which will be held in Vancouver in April, and every effort will be made to capture the Commercial Choir trophy which is now held by David Spencers Limited.

H B C Business Club

Calgary—The first meeting of the Calgary Business Club for the season 1932-33 was held on November 3. It was decided that meetings this year would be handled by members of the club rather than outside lecturers or speakers from the store executive. Following this objective, a programme for the season was outlined which has proven the idea to be a great success. Meetings have been held every two weeks. One meeting was in the form of a store executive meeting, with members of the club acting as members of the executive, and questions of vital importance to merchandising and promotion were discussed. Another meeting was taken up with a debate by members of the club. Still another was in the form of a lottery, each member's name being drawn with a subject of general interest on which the member was required to speak for two minutes. Similar programmes arranged for the remainder of the season promise to be as interesting and instructive as those which have past. The idea of all of the members participating in the entertainment has been invaluably instructive.

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H B C Sports Activities

Winnipeg Retail—*Bowling*—The bowling league is in full swing, a large turnout of players visiting the alleys every Monday night. The Men's Furnishings team was successful in winning the first series, but a rare fight is on in the second series to play off with the Furnishings for the handsome cup. Teams in the race are: Furnishings, Drivers, Traffic, Shoes, Main Floor, and Champs.

Curling—Curlers have had their innings this winter, with lots of good hard ice and invigorating sub-zero weather in which to "soop 'er up" to their hearts' content. A store group meets in friendly rivalry every Saturday night at the Granite rink. Forty players, divided into ten rinks, are playing for handsome prizes donated by the Beaver Club. The skips are as follows: J. Ball, T. Reith, J. Coupar, W. Gold, R. Leckie, J. Allen, G. Lewis. At present W. Gold and G. Lewis are leading the parade.

Winnipeg Employees Star in Winter Sports—Bert Neal, of the footwear department is Manitoba indoor speed skating champion. Bert has been going great guns this season. Russ McBride, of the men's furnishings, plays defence with Columbus Club junior hockey team. Russ plays a bang-up game and figures high in the scoring. Columbus Club are aspirants for the Memorial trophy. Bill Hicks, of the supply department, is an outstanding forward with the Selkirk Juniors. Bill has made quite a name for himself in rugby, and also plays a fine game of golf.

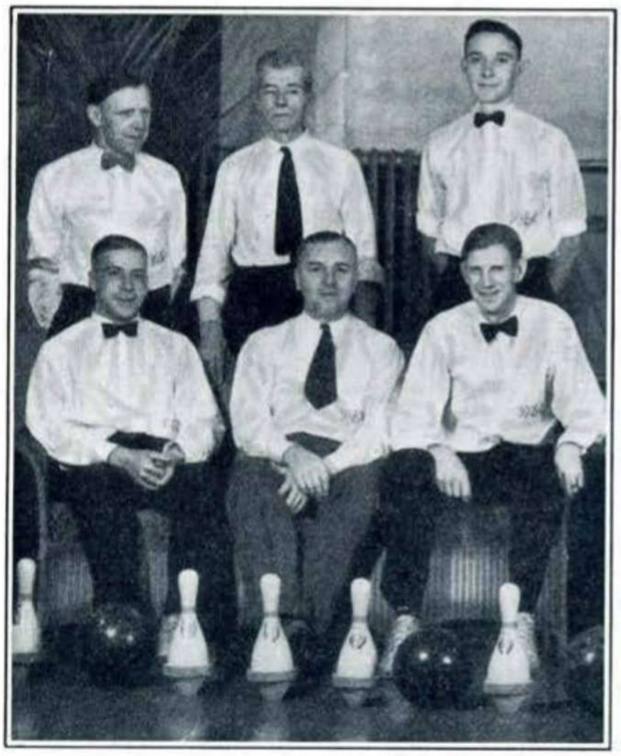
G. Dakins has been appointed chairman of the Beaver Club sports section, and a year of increased activity in all branches of sport is looked forward to. Tennis will be boosted this year, and golf will come in for its share also. It is mooted that we will again have a football team, a softball team, and perhaps a "Bay" cricket team.

VANCOUVER—*Badminton*—Our Badminton Club are having a very successful season, and throughout the whole period there has been a fine attendance. A handicap tournament is to be held, starting the third week in February, and we expect to have about forty to fifty members taking part. After this is over we hope to have the answer to the question that comes up continually as to who are the best players on the floor.

Ice Hockey—This is the first time in about ten years that we have entered an ice hockey team. They were entered in the Commercial League and, although up against very stiff opposition, made a very creditable showing. Until the last week of the league we still had hopes of getting into the play-off, but were beaten by the B.C. Electric team, who are still battling it out for the league title.

Football—As in years gone by, we have again entered a team in the Wednesday League, and they are certainly giving a good account of themselves. In the first half of the league they went through without a loss, and up to the present have lost only one game in the second half. Mr. Jack, of the economy floor staple department, who is looking after the team this year, assures us that they are going to make a clean sweep of the league, and has hopes of lifting the Spalding cup in the knock-out competition at the end of the season.

Ten-Pin Bowling—We have an entry in the Commodore Commercial League, which is composed of twelve teams. In the first half of the league our team finished in sixth position, but in the second half are showing up much better and are at present in second position. Our team is known as the "Fort Garry" and is composed of the following: J. Morris, D. Sutherland, J. Jackman, G. Edwards, R. H. Leaney, and J. Graham.



The Vancouver Store "Fort Garry" Ten-Pin Bowling Team
Back row, left to right—J. Morris, D. Sutherland, J. Jackman.
Front row—G. Edwards, R. H. Leaney, J. Graham.

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VICTORIA—*Badminton Club Holds Merry Dance*—Badminton players of the Victoria store and their friends, numbering nearly a hundred, enjoyed an unusually delightful dance in the Maccabees' Hall on the evening of St. Valentine's Day, February 14. Sonny Bird's orchestra provided the music for the dancing, which continued until one o'clock, the programme including several novelty dances appropriate to the occasion. A buffet supper was served. Margaret Jubb was convener of the committee responsible for the success of the evening.

CALGARY—*Basketball*—The Beavers, Calgary's representatives in the Senior City Ladies' Basketball League, have played through an arduous schedule to emerge as runners-up for leadership and sure of a position in the play-offs for the city championship. Winning ten out of fifteen league games left them one game behind the Follies, who command first place, and it is with this team that the Beavers will battle for the city title. Following this play-off, the Beavers are entered to play in the provincial play-offs, which will culminate in the winners of this series playing with none less than the Edmonton Grads, world's champion ladies' basketball team. It has further been projected that the Beavers play a home-and-home exchange with Simpson's (Regina) ladies' team, present holders of the Saskatchewan title.

The entire Beavers team is composed of members of the staff of the Calgary store. Since early fall, a rigid programme of two practices a week has been maintained, that beyond the usual weekly game. The girls of the team are to be commended for their never-fagging effort and have earned a position of respect for their never-failing good sportsmanship.

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SASKATOON—*Bowling*—The Saskatoon store bowling league this season consists of eight enthusiastic teams—the Imperials, Fort Garry, Slumber King, Seal of Quality, Hudsonians, Four Points, and Dictators. The Imperials won the first half after quite a battle, and the Fort Garry team carried off the honours in the second half. Keen competition has marked the play from the beginning.

Hockey—The Beaver Club hockey team, Saskatoon, is again coming to the fore under the able coaching of R. McLeod. The team is composed of the same boys as last year with one exception, which in itself speaks for the sportsmanship and team spirit prevailing among the players. It is anticipated the boys will end up the season by giving as good an account of themselves as they did last year.

Climbing to Prosperity

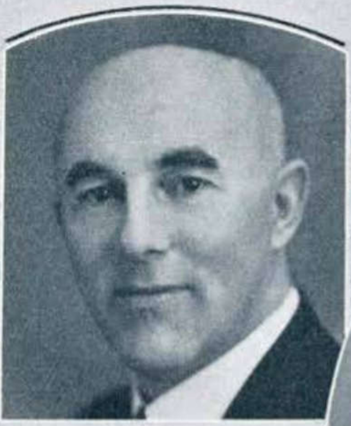
We believe it was President Hoover who said, two or three years ago, "Prosperity is just around the corner," but we have yet to have a real good look at prosperity.

We of the Hudson's Bay Company, however, are building on a solid foundation. More and more people are shopping at the Bay. Our stores are giving better values, better service, more fashion, quality and value for every customer dollar expended. We have far to go yet, but we are making progress.

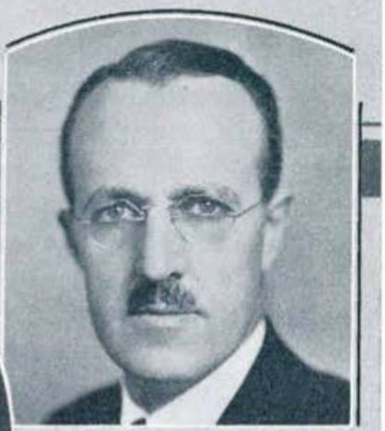
The other day we were talking about prosperity to an executive of a famous Eastern company. "We used to think that prosperity was just around the corner," he said. "Nobody knew which corner, and we ran round in circles, like so many chickens with their heads cut off, trying to locate it. Then, one day someone came along and told us that prosperity wasn't around the corner but at the top of a steep hill. Once we knew we were headed uphill, we started climbing."

Cheerio! See you at the top!—*H. Brock Smith, Vancouver.*

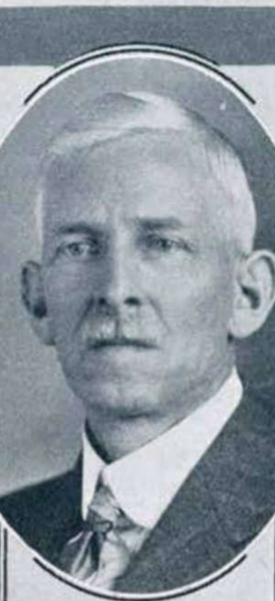
Accountants and Controllers



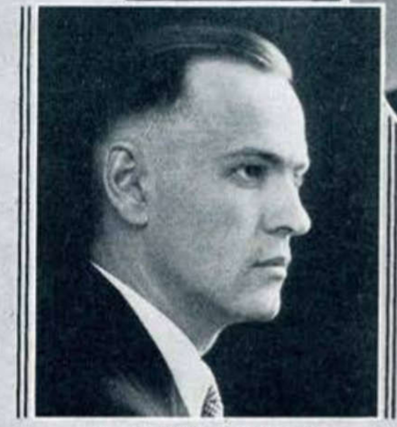
J. S. HORNE
VICTORIA



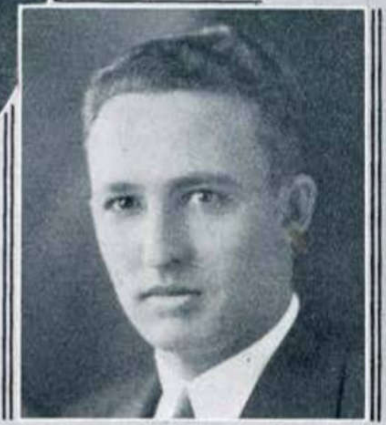
DAVID ROBERTSON
VANCOUVER



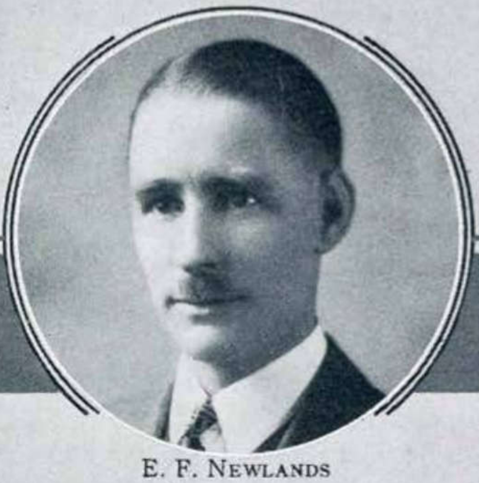
C. C. PACKMAN
VERNON, B.C.



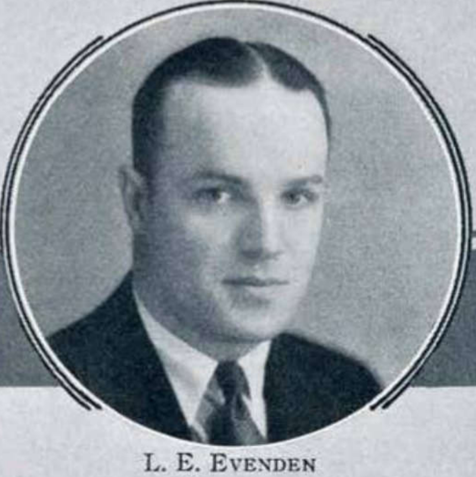
L. H. THORLAKSON
EDMONTON



A. E. WARRINGTON
CALGARY



E. F. NEWLANDS
SASKATOON



L. E. EVENDEN
YORKTON

Successful Store Promotions

SOME NOTABLE CALGARY PROMOTIONS

SANTA Claus was brought to Calgary with the staging of a kiddies' Christmas revue on November 12 at the Grand Theatre, the programme arranged by two local dancing schools and publicized and produced under the auspices of the Hudson's Bay Company. The show was a "sell-out" for both afternoon and evening performances and net proceeds to the extent of $150 went to the Herald Sunshine Charity Fund.

To acquaint Hudson's Bay Company patrons with the fact that the store would remain open on Saturday evenings for several weeks preceding Christmas, a novelty night was staged for the evening of Saturday, December 10. Special features were arranged for each floor. In the basement food markets, hampers of groceries were given in a free raffle; the store choir sang a concert on the main floor; a radio broadcasting station and recording studio was operated from the second floor with prominent local artists taking part; a miniature dance revue was staged on the third floor; on the fourth visitors were invited to estimate the weight of a 250-pound Christmas cake, which was later cut and distributed; and on the sixth a group of children from Penley's Dancing Academy gave two performances of their numbers which were a part of the regular afternoon kiddies' Santa Claus tea parties. The success of this promotion was proven by the fact that approximately five thousand persons passed through the building during the extra hours between six and nine o'clock and that the store maintained a satisfactory patronage during the remainder of the open evenings until Christmas.

During the week-end of January 7, 8 and 9, each of fifteen of the store windows displayed groups of merchandise without price labels. By means of cards and through the newspaper advertising the public were invited to submit their guess as to the price at which the merchandise would go on sale Monday morning, entries to be made on a form printed in Saturday's papers. The novelty of this event encouraged thousands of people to come down town and view the windows over the week-end, and almost a thousand guessing forms were submitted for the competition.

During the week ending January 21, a group of seventy-five paintings and drawings, the work of members of the Calgary Sketch Club, were exhibited on the sixth floor promenade and attracted many visitors. The following week another group of paintings included the Carnegie Foundation collection from the National Gallery at Ottawa and prize paintings from the Alberta Society of Artists. Succeeding that, the Company secured for exhibition on the sixth floor a mural landscape by John Innes, "In the Shadow of the Rockies," a sister picture to "Gladiators of the Plains." The last mentioned is the property of the Hudson's Bay Company and at present is hanging in the Company's exhibit at the World's Fur Exposition at Leipzig, Germany.

The Calgary store has outlined an ambitious promotion programme for the spring season, featuring fashion and children's events, which we feel confident will find sufficient success to demand record in this journal.

WINNIPEG SUCCESSFUL PROMOTIONS

Chartered Bus Service—An experiment was tried out during the Christmas shopping period which was the means of directing more customers to the store. Winnipeg Electric buses were chartered to run from the North End over the new Salter Street viaduct direct to the "Bay," the public being invited to use them free. The response was very gratifying and justified the moderate expenditure. The experiment was extended during the peak shopping period to a free bus service from the financial district to the "Bay."

A "Stunt"—An old-fashioned lingerie contest proved quite successful as a style promotion. Five undergarments, varying in age from fifty to eighty years, were borrowed and displayed in the ladies' underwear department. A night-dress from a trousseau of 1841 created great interest. Contestants were asked to guess the yardage of materials used. Over 3,500 guesses were received. Thus many persons were attracted to the department who otherwise would not have come.

The Big Show—On the fourth floor was the hit of the month of January, attracting vast crowds of people the entire week of its run. Promoted to draw interest to the "Bay" in a quiet period, we believe it achieved its object. Splendid co-operation was received from manufacturers and space was at a premium. Demonstrations of every kind were presented—foods, electricals, toys, home appliances, paper decorations, artificial flowers, home movies, hair dressing and beauty culture, candy making, etc., etc. The centre of attraction during certain hours was Charlie Herald's Round-up Rangers. This peppy group gave pleasure with their rollicking Western songs and music. All demonstration booths were attractively decorated.

The Bay Choir—Under the direction of Mr. Davidson Thomson, the "Bay" choir rendered a programme of Christmas carols from December 15 until Christmas every morning before store opening. These were well attended and thoroughly enjoyed by both the staff and the public. The choir consisted of approximately eighty voices, male and female, and was broadcast over CKY, the Manitoba Government radio station. An evening performance during the period the store was open late for Christmas shopping drew a huge crowd, who were greatly pleased with the beautiful rendering of favourite carols. A male quartette was featured during the Christmas period, singing with the choir and at special performances in the restaurant. Members of the quartette were C. N. Chubb, L. Miller, John Carrick and Charles Ross.

Business Leads from Store Employees—During the last eight months employees of the Winnipeg store have furnished business leads to the store which have resulted in $9,578.72 worth of new business for the Company. We have asked the members of our staff to be on the lookout for business from friends, relatives and acquaintances. Business leads cards have been distributed to all employees, on which this information has been recorded. Small cash prizes have been given to employees turning in the most productive leads each month. The campaign has had the effect of making the staff look out for possible business for the Company after store hours, and served to impress upon the public that our staff are keen and anxious to secure new business for the Company they work for. One employee turned in a lead that resulted in $2,181.04

worth of home furnishing business for the store. One of our telephone operators persuaded a friend to buy a fur coat in the store, resulting in a sale of $350. Another office girl turned in a lead that sold a $195 fur coat. Leads have been for radios, furniture, electric refrigerators, clothing, etc. A lot of leads turned in do not result in business, but the amount of business obtained has made us decide to continue the plan for the future. The business leads card turned in calls for the customer's name, address, 'phone number, and name of article required. It is then handed to the contract department, and a representative of this department immediately calls on the customer and endeavours to make the sale.

Monthly Bonus for Selling Departments—In an effort to secure the interest and enthusiasm of all sales clerks in the store in making their departments progress, a system was instituted in the Winnipeg store last fall for paying monthly bonuses to sales clerks in departments that record increased sales during the month. The details of the plan provide for the setting of monthly sales quotas for all selling departments in the store. These quotas are set by the merchandise manager and the controller, and are based on an increase in sales over the corresponding month of last year. The department manager is then notified of his quota, and he in turn tells all his staff of the quota that has been set and urges them to do everything possible to exceed this quota. If the quota is exceeded, a sum of money is divided among all the selling staff in the department. This averages out to approximately $5.00 per person. The plan has been quite successful, and has resulted in a great deal of interest on the part of the selling staff in endeavouring to exceed the quota and thereby share in the prize money to be divided at the end of the month. Usually seven or eight departments receive prize money at the end of each month. This is handed out at a meeting of all departments on each floor, when the staffs of the successful departments are called forward by one of the store executives and handed their individual prizes. At the same time an opportunity is given the executive to sketch in a few words the purpose of the plan and how the departments succeeded in winning the prizes. We have found that the plan is very simple to operate. It is appreciated by the sales clerks, and acts as a great incentive for increased sales in those departments that succeed in getting anywhere near the quota set for them. It is planned to carry the scheme on for the next few months, as it is felt by the Winnipeg store that it is very well worth while.

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SEVERAL IN VANCOUVER

Two unusual promotions during recent weeks attracted considerable interest in the Vancouver store—"Young Citizens' Health Week" and the "Buy British Campaign."

"Young Citizens' Health Week" was held from January 23 to 28, quarters being provided on the third floor. It was sponsored by the Greater Vancouver Health League. Lectures were held in the store every morning and afternoon with the exception of Wednesday. Addresses were given by the leading experts of the city on such subjects as "Pre-natal Care," "Baby's First Year," "The Pre-School Child," "School Life," "Adolescence," "The Importance of Posture." In some of the lectures moving pictures were used. During the week approximately seven hundred and fifty mothers attended the lectures, while many more came in to see a display of exhibits arranged by the Health League and associated organizations. These exhibits told in a graphic way the whole story of the week's lectures and aroused considerable comment.

The "Buy British" promotion, February 6, 7 and 8, was featured by a display of posters obtained for the purpose from the Empire Marketing Board in England. A huge map of the world, showing the part of the far-flung British Empire in the usual red, formed the background for the big corner window. This map, more than two hundred square feet in area, attracted large crowds throughout the week. In all the other windows "Buy British" posters, many of them superb examples of work by the Empire's greatest commercial artists, formed the background. Similar posters were used to decorate the entire mezzanine floor balcony. The "Buy British" campaign was sponsored by the twenty-three Vancouver Chapters of the Imperial Order Daughters of the Empire. Judging from comments received, it gained the store much favourable publicity and made many new friends.

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EDMONTON'S HEIRLOOM FURNITURE SALE

The Edmonton store stepped out into a new vigorous promotion scheme in connection with the February sale of home furnishings.

"We invited the people of the city to lend us old or historical pieces of furniture, pictures or bric-a-brac that enabled us to have a unique exhibition and at the same time to appeal to the public on a basis of quality rather than price in our own furniture, being not unmindful of the splendid values which we had to offer," states a letter from the store.

"We offered prizes valued at $55.00 in four groups: (1) The oldest; (2) the most historically significant; (3) excellence of design and workmanship; (4) the oldest painting. The response far exceeded our expectations and treasures were unearthed from all parts of the city."

"We opened our furniture floor on the evening of 31st January from eight to ten o'clock, announcing at the same time the opening of our loan exhibit. There was music throughout the evening and tea was served.

"More than a thousand people visited the store that evening, and many hundreds came on the succeeding days. We were gratified by much favourable comment, and particularly by editorial references made to the exhibition in the Edmonton newspapers.

"We named our sale the 'Heirloom Furniture Sale,' putting forward the idea that furniture purchased from the Hudson's Bay Company might be considered worthy of handing down to the generations."

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The Calgary store management have recently completed the furnishing of a large employee's recreation room on the sixth floor. A radio, table tennis set, and a large selection of magazines are a few of the accoutrements which serve to lend the room a homelike atmosphere.

Service in the Retail Store

By A. J. WATSON
Manager Victoria Store

THE great human family is much the same wherever bred or born, and all are responsive to kindly personal attention, which sinks far down in the mental crevices and performs for us when all else fails. Recently looking through the pages of a magazine, I was struck by the advertisement of one of the greatest railroad systems in the world. The opening paragraph of that advertisement stated, "The character of the public service rendered by a railroad depends upon the character of the men who operate it."

Turning the pages of the same magazine, another advertisement of one of the greatest industrial enterprises in the world riveted my attention. It said, "When the mark Mazda appears on a lamp it symbolizes the research service that made the lamp possible; it is a guarantee that the lamp in question embodies the discoveries made, tested and selected in the research laboratories of the General Electric Company."

If organizations such as these, who have practical monopolies in their various lines, find it necessary to appeal to the public showing how they render service, and if they consider this good business and profitable, how much more vital becomes the matter of service in the store that is beset on all sides with competition.

When you engage in business you agree to render a definite service to the public. Your object is to make money and to build a business that will carry your name as a household word to those whom you serve. The whole atmosphere of success is permeated with the word service, and he who fashions his policy around this magic word must build an enduring business structure. Service begins at your business door and never stops until the transaction is satisfactorily completed; your whole business must be vital with it if it is your desire to realize fully upon your investment.

There was a time when general business methods knew little of service and courtesy. There are still wide gaps to be spanned before we enter an era where universal courtesy and service will be the rule, and so long as men fail to practise these great essentials of trade building, just so long will they be outdistanced in the race for success.

There have been men who started out with little else than courtesy and service, and all other things have in good time been given to them.

You create more good-will after the sale than you do preceding it. But neither before or after can you afford to ignore service and courtesy if it is your desire to receive all the benefits of your efforts.

Excellence of merchandising, liberal advertising, will attract business, but these things alone will not build business. Raising your merchandise morals gets a quick response from the public. Practising the things you like to preach finds a hearty reception and imitation from the public. Inspiring your employees by precept and practice nearly always gets results. Do the things you ought to do to the public and your organization is on a sane, safe and sure road to better service, greater courtesy, more cheerfulness, a larger business with more profit, and a more loyal force of employees.

Good-will is not a commodity that is vended in the market place. It must be worked for and earned. Its acquisition does not come in a day or a year. Nothing will acquire it so rapidly as courtesy and service. The methods of your employees are direct reflexes upon your business. Their ability, their training, their train of thought, the element of hospitality which they impart, their knowledge, speak for or against you. No matter how small your business, no matter how small your stock, this service idea, embracing so many of the virtues of human nature, becomes paramount as a trade builder, a trade holder and the creation in the mind of the customer that your name stands for something more than the exchange of goods for money. Service is something that adds quality to your merchandise. It gives colour and cheer and a desire to come back. It is a distinction beyond price. It is a symbol that possesses a magnetism all its own and an indefinable something that cannot be measured in terms of dollars and cents.

In times past monopoly was supposed to be the basis of great merchandising success. In the modern world, however, monopoly is almost impossible. In other words, good-will is eating up monopoly. Good-will recognizes the public as the final arbiter. It makes a man's success rest, not upon a patent right, but upon the favour of the people.

Do the retail stores perform a necessary definite service? I say most emphatically, yes! Extremists and theorists will tell us that we should buy all our requirements direct from the producer, but they fail to explain how this wonderful miracle can be brought about; in other words, they do not give us an outline of the machinery they would set up to bring the consumer and producer together. It is difficult to conceive the possibility of an African native cotton grower in Uganda or an Arab on the plains of Egypt being in a position to sell direct to the consumer a fine cotton shirt or a dozen collars in any of our Western Canadian cities.

The retailer is a very important link in the chain of production, in fact the most important, insofar as he completes the transaction with the consumer, the first phase having been started away back, possibly in some foreign country thousands of miles away, but with the end in view that somewhere in the world there would be someone who would buy the finished article. The retailer performs this last and important function; and he does it at a much less cost to the consumer than the manufacturer himself could, from the fact that the manufacturer would have to set up machinery almost identical with that of the retailer, with the handicap of only having one article to sell, whereas the retailer has thousands of different lines which enable him to sell his goods at a smaller profit, the large volume of business reducing overhead costs.

(With acknowledgment to *Printer's Ink* for certain material used.)

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The first duty of every man, woman and child is so to order their lives that they make the least possible demand at all times upon the energy of others.—*Sir Auckland Geddes.*

Winners of January Suggestion Contest

THE January answers to the question "What is required to increase sales?" brought an encouraging response. The five best suggestions from each store were judged by the Canadian Committee and the names of the winners, with their answers, are published in this issue of *The Beaver*.

For February and March, the subjects will be: February—"How can we improve our customer service?" March—"What are you doing personally to increase our sales?"

The most gratifying feature of the contest was the sense of mutual interest shown in the answers. Most of the writers seemed to understand their common interest with the management in successful selling.

Through these suggestion contests, it is possible for anyone in any of the stores to reach up and influence the policy of the Company. The contests are more than mere opportunities for winning prize money, they are opportunities to participate in management and to secure recognition for clear thinking.

The prize winners are as follows:

First—S. J. Clotworthy, opening room, Vancouver store, $15.00.

Second—Grace M. Church, clerk, pattern department, Vancouver store, $10.00.

Third—J. M. Maguire, men's shoe department, Calgary store, $5.00.

The following have received honourable mention for their suggestions made in this contest: R. S. J. Hamerton, Miss G. McKenzie, W. E. Peters, Mrs. G. Reardon, Winnipeg; A. Cope, W. Henderson, F. R. Prebble, Vancouver; F. Auger, S. A. Betzmer, Mrs. M. Dunn, Calgary; G. Lyus, Mrs. Price-Hughes, D. H. Sherwin, W. Skinner, G. Thomas, O. S. Wakeford, Saskatoon; C. C. Packman, A. R. Prior, Vernon; H. Coyle, L. Maddin, H. E. MacKenzie, Miss B. A. Wallace, Nelson.

Here are the winning suggestions:

FIRST—FROM S. J. CLOTWORTHY

Let us consider sales from the sales resistance angle and see what is the power which hampers sales.

1. Inadequate advertising and poor window display.
2. Insufficient stock, which includes price range, style and size range, seasonable articles and exclusive lines.
3. Inexperience on part of salespeople.
4. Lack of knowledge on part of salespeople regarding merchandise carried and quality of same.
5. Lack of interest in one's job on part of salespeople.
6. Indifference to customers, although probably interested in job in other respects.
7. Lack of confidence in oneself to introduce other merchandise.

8. While not necessary to be servile, some salespeople adopt a haughty air and prejudice the customer unfavourably before any business is done.

9. Merchandise late in delivery or not delivered in good order.

10. Lack of prompt attention to complaints and reasonable adjustment.

While in any organization there is always room for improvement, we can dispense with items 1, 2, 9 and 10, as they are not of the greatest importance in increasing sales.

Advertising and window display will certainly bring customers into the store, and, while merchandise well displayed may be half sold, it is the other half—"the sales force"—that completes the transaction.

The question of stock may be eliminated, as there is no question of our being unable to procure requirements.

Items 3, 4, 5, 6, 7 and 8 deal entirely with the sales force, which is the real problem of increasing or decreasing sales.

Inexperience and Lack of Knowledge of stock, etc., cannot be accepted as an excuse for small sales returns. It should be an important part of the duties of the department managers to see that his salespeople are fully conversant with the stock carried, and special attention should be paid to new or inexperienced help.

Attention to this will undoubtedly increase sales.

Lack of Interest—Many salespeople appear to be just putting in time until the bell rings and are more interested in talking or thinking of last night's party or the game next Wednesday.

If they would take the same amount of interest in the customers in their departments, there would be little complaint about sales at the end of the period.

Indifference—Some salespeople may be interested in the job on which they are placed but appear indifferent with the customers. This indifference cannot be hidden from the customer and has a decidedly tightening effect on her purse strings.

Less indifference would result in more sales.

Lack of Confidence in oneself is pure unadulterated fear, and is the cause of more lost sales than almost any other failing. The salesperson who is afraid to introduce new merchandise or suggest new ideas to a customer is losing a golden opportunity to increase sales, and is incidentally increasing his or her lack of confidence. This lack of confidence may be attributed to lack of knowledge of stock, in which case the difficulty can be overcome by the department manager giving instructions and advice.

Haughty Air—While most customers prefer to be waited upon by a salesperson who has a calm, dignified manner, they resent anyone who appears to have the air of "I am me." This air cannot escape the notice of any customer.

These failings being admitted drags on the wheels of progress, if they can be eliminated the same wheels should be speeded up to an unlimited amount.

SECOND—FROM GRACE M. CHURCH

1. Customers do not go all through departments when they enter our store, and I would suggest a display boulevard be placed in a prominent position on the main floor, with an interesting, instructive salesclerk in charge. This

boulevard could be displayed with all types of merchandise, all of a same price. Above the aisle could be placed a large sign, "Our $2.95 Boulevard," changing it to suit the season, and the price to suit the merchandise.

2. Buyers or managers should invite staffs of other departments to see the merchandise that has just arrived. How can a clerk "ensemble sell" unless he or she is made acquainted with the stock of other departments? One can be observant, but, remembering eight hours are spent in one department and only one hour lunch time and a short shopping time is spent in other parts of the store, are we not likely to become narrow?

In this case I would suggest that on Tuesday the regular 8.30 meeting be held in different departments. When the buyer of the visited department gives the talk, he can introduce his new merchandise. He is proud of it and likes to show it and talk about it. And who better? He bought it.

My own case, for example: I sell patterns. The purchasing of a pattern implicates the material. Now what type hat for that dress goods? What colour coat? What shade hose? What style shoes? Long or short gloves? An ungainly figure? A new foundation garment?

3. What if a discreet employee were engaged on charge account revision? By that I mean: A customer is annoyed by some trivial or large thing, and in consequence she says, as one does say, "I will not buy another thing from that store. You can close my charge account." Now, if the charge account customers were reviewed periodically, could this not be diplomatically adjusted? If a person is not buying as many hose these last few months as she did a year ago, does she not like the new merchandise? There must be a reason—all stockings wear out.

THIRD—FROM J. M. MAGUIRE

1. To know what the customer wants in quality, service and price.

2. Intelligent buying to supply that want constitutes the basis for successful business.

3. If we have reliable merchandise at an attractive price, our salespeople *must* have a thorough knowledge of the merchandise they are selling and, what is equally as important, take the time to courteously inform the customer of that knowledge.

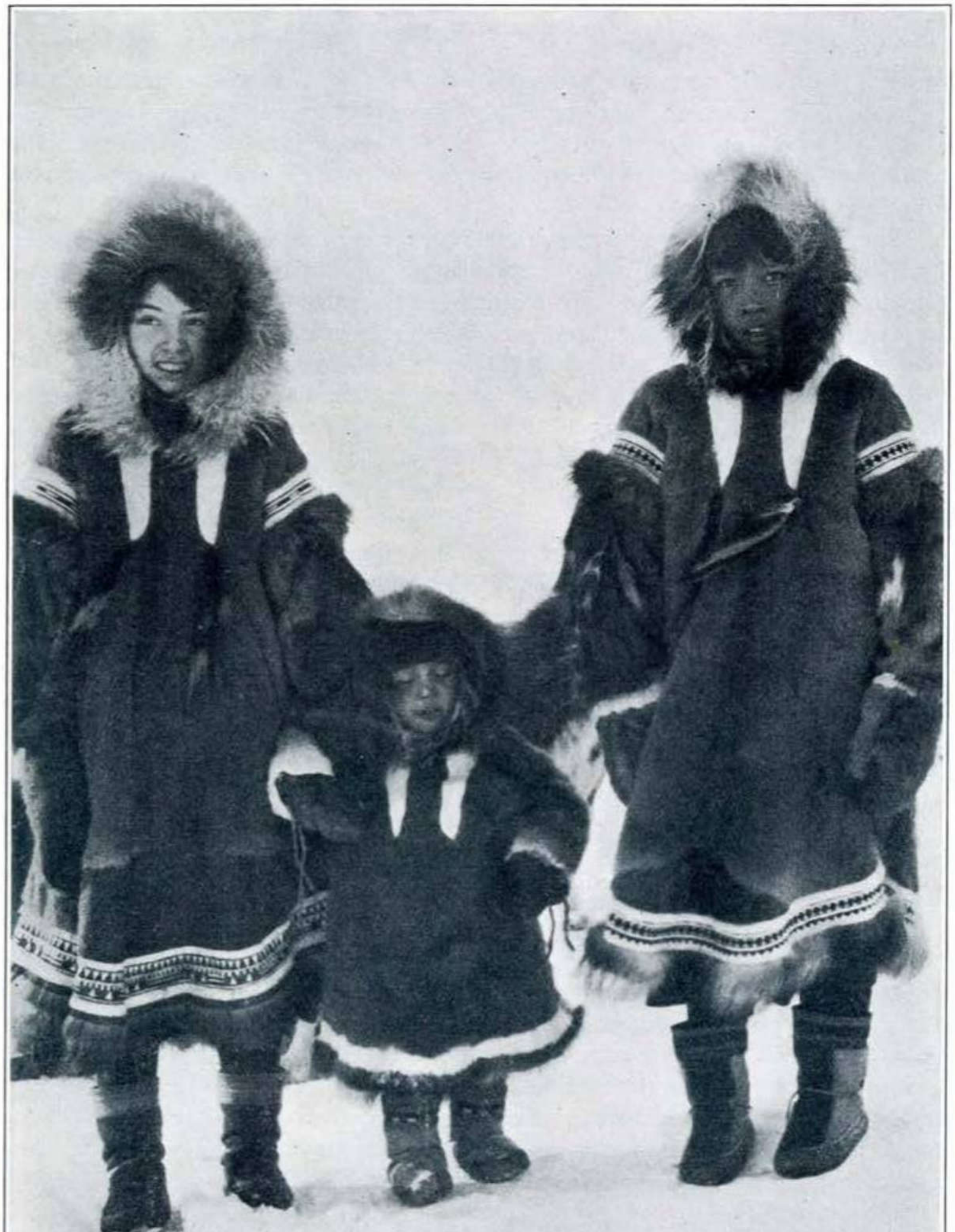
4. If we do this we are bound to increase sales.

* * *

Victoria Delivery Problems

The Victoria store drivers held a successful get-together supper meeting on Thursday evening, February 12, when, interspersed by community singing and songs by A. Jasper, delivery problems were discussed and solutions sought. A. Officer, store superintendent, presided over the gathering, T. Wilkinson, manager of the shipping department, leading the discussion. A. J. Watson, store manager, was present and gave a short talk. This is the first of a series of get-together meetings which the drivers hope to have during the next few months.

Fur Wearing Canadians



Cheerful Young Canadians from Bernard Harbour

Book News

"Vagabonds of the Air:" A Review

By J. HYSLOP, Vancouver Store

THAT title may well be applied to Richard Haliburton and his pilot, Moye Stephens, who fly around the world in *The Flying Carpet*. We do not recommend this book—it will prove fatal to the contentment of all stay-at-home people whose fortunes confine their travels to dreams and longings.

You will recall, if you know your Stevenson, the old driver of the hotel omnibus in "Maubeuge" who became acquainted with R.L.S. on his canoe trip down the River Oise. "He had heard of our little journey," writes Stevenson in his "Inland Voyage," "and came at once in envious sympathy. How he longed to travel he told me. How he longed to be somewhere else and see the round world before he went into the grave. 'Here I am,' said he, 'I drive to the station. Well. And then I drive back again to the hotel. And so on every day and all the week round. My God, is that life.' "

Well, here at least is an opportunity to travel at least in imagination with an entertaining and vigorous, not to say boisterous, young man of around thirty and his equally youthful air mechanic and pilot. *The Flying Carpet* is the airplane in which the author and his pilot companion follow a royal road to romance in the air.

The author, through the kindness of his publishers, sent me an autographed copy of his book. And a charming book it is. Illustrated fully with photographs and with delightful end papers which give a map and the course they travelled. The map is annotated by the author. In southern Egypt he writes, "We didn't go here," and in southern Arabia, "we didn't go here either." Mount Everest is "quite high."

Starting from California, they fly to New York and ship to France, and then make Timbuctoo their first objective, chiefly because the name sounds faraway and mysterious. Flying across the Sahara, they arrive at this ancient and decaying city after an almost disastrous moment when the sky became black, completely blotting out the city, through a dense cloud of storks which arose in the air at the unusual sound of their motor.

They meet Pe're Yakouba, a rare old gentleman born in France seventy years ago, and who came to Timbuctoo in 1903 as a Catholic missionary. Living so cut off from the world, he chose to modify his religious vows, married a native and has many children. Removed from all modern distractions—there are no motor cars in Timbuctoo and Paris is sixty days away by mail—he lives a scholarly life and has become a great authority on native languages and native cultures in Sudan.

In another recent book of travel, "Jungle Ways" by W. B. Seabrook, we meet this old gentleman. Seabrook tells a most interesting story of his stay in Timbuctoo, and if you have not read of the New Year celebrations in that forsaken part of the world, read "Jungle Ways."

Haliburton stays there for some time, buys two slave children from the Tuaregs to look after their bat-infested hut. But their slavery was more amusing than harsh, and when he left he had to pay again to have them taken off his hands. Always he describes vividly the places he visits. He delights in wandering alone at night, and paints a glamorous picture. He strolls into the city, a collection of low huts. "Here and there a candle glows through some open door, casting across the sandy path a pale lugubrious light. A camel sleeping in the lane suddenly rises noiselessly to his feet at my approach, a shapeless swelling apparition in the dark. These lanes are not deserted after nightfall. The traffic of the day has passed, but the traffic of the evening has just begun. Dark figures of women drift up to me through the sand, and stand, and do not speak."

They return north and spend two months with the French Foreign Legion in Morocco, living the life of the legionaires and learning at first hand the truth about this heroic and disreputable army. From Morocco, with many diverting incidents told gaily and dramatically, they fly through Portugal, Spain and France, and start out again from Paris.

They cross the Alps and fly over the Matterhorn, but they didn't recognize it. Onward to Venice, where Haliburton and a Yankee acquaintance whom they name "Whoopee" are arrested and fined for swimming in the Grand Canal. Eastward to Constantinople, where he spends the night surrepticiously inside Santa Sophia and falls asleep amidst the splendour and the gloom of the magnificent pillars of this greatest of mosques in all the Moslem world. He awakes in the cold dawn and slips out, only to meet the muezzin and bribes him to go up with him to the minaret, and there, emerging on the high balcony as the sun is about to appear, he hears the call to prayer, the first call of the day—completing a perfect night of adventure.

Next to Palestine. Visiting sacred and historic ground, with his reconstructive imagination Haliburton reveals this ancient land anew. Perhaps the most remarkable incident of the book is the dramatic story of the hidden water tunnel under the hill, the ancient site of Jerusalem, and of their exploring this evidence of the work of King Hezekiah 2700 year ago.

And once again we visit Petra—Lowell Thomas took us there in his book, "With Lawrence in Arabia"—the incredible cliff carved city.

"Rose red there lies, and vivid in the Sun,
A magic city hid in Araby.

. . . .

It seems no work of man's creature hand
By labour wrought as wavering fancy planned;
But from the rock as if by magic grown;
Eternal, silent, beautiful alone.

. . . .

Match me such marvel, save in Oriental clime,
A rose red city, half as old as Time.

What glamorous romance lies here in this marvellous city built into rock of various hues and colours, with wonderful buildings carved into the sides of cliffs. Once a prosperous city—now silent as the tomb. Of its history no one knows much authentically. Haliburton revels in this enchanting place, as usual by night, and "until the end of my days I shall remember the enchanted temple, alone and beautiful in the moonlight."

On again to Bagdad, and here he takes the Prince of Bagdad, son of King Feisal, for a flight about the city. Still eastward to Teheran, where he spends a few days in jail because that was the most comfortable place to stay.

On again to India and the Taj Mahal, and swims again, to disprove his critics, in the lily pond. To Calcutta, where they get permission to fly through Nepal in an attempt to fly round Mount Everest. But their plane could not rise high enough; so they were forced to return. Rangoon, Bangkok, Singapore, where pontoons were fitted, and on to Sarawak and the land of the head hunters. Getting into the good graces of one of the chiefs, he was presented with a dozen smoked human heads. Moye Stephens strongly objected to making *The Flying Carpet* a flying hearse, and some, but not all, were thrown overboard.

At Manilla they embarked and sailed to San Francisco. Another great adventure safely accomplished and a thrilling, entertaining story. Don't miss it.

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Unusual Transactions in the Vancover Store

If variety is the spice of life, being a sales person in our Vancouver store is an exhilarating experience. Every day brings something new and interesting—calls for unusual merchandise opportunities to render service that is different, sales to visiting celebrities—all of which make selling a fascinating job.

For example, a woman purchased a tea-wagon recently and, when asked where it should be delivered, calmly replied: "Please send it to such and such an address in Peru, South America." There was a thrill in that transaction, especially when the sales clerk thought of the gorgeous trip ahead of that tea-wagon.

The art needlework department was all aflutter one morning when Sir Harry Lauder dropped in, frugally seeking yarn to make into socks to match his kilt.

Reginald Denny and Kenneth Thomson, celebrities of the silver screen, during a week's visit to Vancouver last month were frequent visitors to the Georgian Restaurant. Many other Hollywood stars have visited us in the past—John Barrymore and his wife (Dolores Costello), Louise Fazenda, Betty Compson, Syd Chaplin, to mention a few.

The nearness of the Orient to Vancouver was brought home to members of department 160, when they received Madame Ku, daughter of the late Dr. Sun Yat Sen, "father of the republican idea" in China. Madame Ku spent $70, expressed great interest in the store, and praised the service.

Great musical artists are usually thought to live in a higher, rarer realm than that of business, but Myron Jacobson, accompanist for the famous operatic singer Elizabeth Schumann, is a department store enthusiast. He spent several hours inspecting the store the other day at the invitation of his friend Mr. G. Diakonoff, of the fur department. Mr. Jacobson made purchases in the sports wear, boys' and men's furnishings departments.

Gardens of the Mackenzie Feature of the North

(From *Mail and Empire* of 28th January, 1933)

HOW far down the great Mackenzie river can fruits and flowers and vegetables be grown? An answer is given by W. D. Albright in a reprint from the January number of the *Geographical Review* entitled "Gardens of the Mackenzie." Mr. Albright, who presents a beautiful picture of his home and garden at Beaverlodge in the Peace River district, was commissioned in 1930 by Dr. E. S. Archibald, director of the Dominion Experimental Farms, Ottawa, to make a general reconnaissance of the Mackenzie basin.

The photographs with which the story is illustrated will be as surprising to most Canadians as they are promising for the future of that vast territory. Gardens, flowers and vegetables were found at Fort McMurray, two hundred and twenty miles north of Edmonton; Chipewyan, three hundred and fifty-seven miles north of Edmonton; Fort Fitzgerald, within a few miles of the sixtieth parallel; Simpson, five hundred and seventy-eight miles north of Edmonton. In the crop of a settler on the Liard were two washtubs of ripe tomatoes. At Fort Good Hope, within twelve miles of the Arctic Circle, potatoes have been grown on the same land almost without fertilizer for about sixty-six years. "On the evening of July 12," writes Mr. Albright, "an impressive sight met the eye. Blossoming potato vines were twenty inches high and a picture of health." Perhaps the most surprising of all was the scene at Thunder River, eighty miles north of the Arctic Circle.

"Clark's Place," writes Mr. Albright, "furnished on July 13 one of the horticultural surprises of an eye-opening voyage. One thousand two hundred and seventy-seven miles north of the international boundary, carved out of the moss-bedded spruce forest, were two flourishing gardens. The owner had been out with his motor-boat gathering blueberries with a picker. On hearing the planes, he returned with two pailfuls of ripe berries, remarking that the country was covered with blueberries from end to end. There were also wild raspberries, strawberries, red and black currants, but no saskatoons. For the fourth successive season Clark was gardening successfully, raising potatoes to the size of goose or duck eggs. In 1930 his place was making a wonderful showing. The carrot tops on July 13 stood six to nine inches tall, beets seven to nine inches, peas twelve to twenty-four inches and well podded, Swedes eight to fifteen inches, cabbages six to eight inches, potatoes seven to ten inches, beans six to nine inches and ready to blossom, oats and barley thirty inches tall and shooting. Lettuce was being thrown away by the armful. The beans had been covered one night for fear of frost. In the adjacent thinly wooded muskeg a stick touched frost at six to twelve inches. In the garden cultivated for a few years the soil was thawed to a depth of thirty-four inches. Thunder River is nine hundred and sixty-three miles north of Edmonton."

Even farther north Mr. Albright found the ubiquitous potato, and at Aklavik, in the delta, he had pie from rhubarb grown on the spot. "Three seasons have been reviewed in some detail," he concludes, "the first exceptionally favourable, the second one inclement at the more northerly points. At the worst something is produced. At the best production must be seen to be believed. Factors accounting for the phenomena will be discussed in a future article." We shall await this article with interest. It may help in speculations as to the development of an enormous area between the Mackenzie river and the Rocky Mountains watered by numberless streams, rich in soil and tempered by warm chinook winds.

French Journalist at Churchill

Henry Clerisse, special representative of the Paris daily *L'Intransigeant*, who is in Canada preparing a series of articles on the Royal Canadian Mounted Police and frontier life generally, spent fifteen days at Fort Churchill during February. Monsieur Clerisse has a distinguished record as a war correspondent in Asia Minor and North Africa. After serving as a soldier in the Moroccan division in the Great War, he covered the Greco-Turkish war in Asia Minor in 1921 for several newspapers. His next war assignment was the joint French-Spanish campaign against the noted Abd-el-Krim, Riff rebel, for the Parisian *L'Illustration*.

Our Family Album

R. E. Standfield
Manager Calgary Store

J. Bartleman
Manager Mackenzie-Athabasca District

Hunting Is His Livelihood

By E. E. BATES,
Kagainagami Outpost

IN the late afternoon of a December day an Ojibway Indian visited the outpost and sold me a fisher. It was a good skin, although there was a small cut in the back which had been neatly sewn up. After concluding our business I invited him over to the house for supper. After supper he told me the story of his hunt after the fisher, which had occupied two days.

He was on his trap line with his partner when he first picked up the tracks, and on studying them decided to follow up. Leaving the dogs and gear with his partner, he started off as fast as possible.

The tracks led him a wandering course, picking up one rabbit trail, crossing to another and continuing down the next, as the fisher had been searching for food. By and by he arrived at a place where many rabbit trails crossed and recrossed, and found a perfect maze of fisher tracks following the trails. He did not attempt to decipher the maze, but promptly began to circle the spot. Returning to his starting place without finding any tracks leading away, he presumed that the fisher was within his circle, and as it was nearly dark he cut some brush for bedding and a "lean-to" and made a large fire. Among the logs he cut for fuel were some dry poplar, as these gave out a good heat and enabled him to lie fairly close without any sparks spurting out onto his clothing. His meal consisted of the remnants of a bannock and tea. After consuming this, he settled down for the night, sleeping and waking every hour or so to replenish the fire.

Next morning he investigated again and found that his fisher had gone into a hole under the deep snow. On circling round once more, he reached another hole where the fisher had come up and then proceeded in pursuit. Later on the fisher made another under-snow tour and more circling was necessary. Yet a third time it went down a hole, but this time no outlet could be found.

With the assurance that the hunt was nearing the end, he cut a long pole with his axe. Then he made a convenient hole for the fisher to come up and set a trap there, after which he began to probe the hole made by the fisher. It was not long before the hunted animal ran up at the outlet and into the prepared trap. One blow with a stick finished the hunt in favour of the Indian. "The little cut that you saw on the skin," he said, "was caused by that blow."

Another day was drawing to a close and he was feeling famished after his long hunt, so he quickly started off to join his partner at a certain place farther along his trap line. There was no need for him to retrace his tracks to find the trail to this place. He knew his direction and would hit it without fail, in the dark if necessary, in spite of the thick bush. He could travel by the stars, or by the wind if there were no stars, and failing the wind, a regular zig-zag course was necessary, for to try to go straight would result in the inevitable circle.

Not long after he had started, however, he came upon the fresh tracks of a moose, and he stalked it and shot it before the day was done. Another cold night was passed without blankets, but he did not mind this time for he camped beside the moose and proceeded to make the hearty feast his body demanded.

Fur Trade Causerie

FUR TRADE COMMISSIONER'S OFFICE

AMONG out of town visitors at the office during the past quarter have been Bishop Turquetil, on his way from Churchill to Montreal; Mr. J. Cadham, of the explosives division of Canadian Industries Limited, of Montreal; Mr. H. S. Mussell, of the International Boundary Commission, Ottawa; Rev. D. B. Marsh, of the Anglican mission at Eskimo Point; Mr. Mickey Ryan, of Waterways, and Mr. J. Darwish, of Fort Rae.

Congratulations are being offered to Mr. and Mrs. E. W. Fletcher on the birth of a son on St. Valentine's Day.

Arrangements have been made that the S.S. *Nascopie* will go in commission again to supply the Eastern Arctic posts during the coming season. Captain T. F. Smellie will be master for the voyage.

The Fur Trade Commissioner, in pursuing his programme for personally inspecting Fur Trade units, visited Montreal, Quebec, Toronto, North Bay, Montizambert, Missanabie and Nipigon early in the quarter. Proceeding west, he visited Regina, Edmonton, Calgary, Vancouver, Prince Rupert, Kitwanga, Hazelton, Saskatoon and Prince Albert. At the time of writing, he is on an aeroplane trip which will include Hudson, Sioux Lookout, Lac Seul, Pine Ridge, Red Lake, Cat Lake, Osnaburg, Fort Hope, Lansdowne House, Kagainagami, Ogoki and English River in the Superior-Huron district, immediately following which the following posts in the Saskatchewan and Mackenzie-Athabasca districts will be visited by the same means: The Pas, Cumberland House, Pelican Narrows, Stanley, Lac la Ronge, Isle a la Crosse, Pine River, Clear Lake, Portage la Loche, Waterways and Edmonton.

H. P. Warne is at the time of writing on an inspection trip through the eastern fur purchasing agencies.

W. O. Douglas is at present on furlough in England and spending some time at the London fur warehouse.

J. Cantley visited posts in the Norway House section and Wabowden and Pukatawagan in the Nelson River district by the regular Canadian Airways' mail plane in January.

Mr. J. H. Martin, who is the leader of a scientific expedition to Spitsbergen on behalf of the Oxford University in 1933, visited the office on his way through to the Fort Rae district, where he intends to stay for a few months gaining experience in surveying and mapping under sub-arctic conditions.

J. LeM. Jandron has been engaged in the inspection of line posts in the Superior-Huron and St. Lawrence-Ungava districts since the beginning of 1933.

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BRITISH COLUMBIA DISTRICT

Among recent visitors to the district office, we had the pleasure of meeting Mr. P. A. Chester, General Manager; Mr. R. Parsons, Fur Trade Commissioner; Mr. C. E. Joslyn, Manager of the Land Department; and Captain T. Smellie, of the Company's transport.

The district manager attended the Fur Trade conference held at Winnipeg in November. In January he accompanied the Fur Trade Commissioner at Kitwanga and Hazelton. The district manager also visited Fort St. James post and Prince George in connection with inland transport and freight rates.

Congratulations are in order to Mr. and Mrs. W. H. Tipton, of Telegraph Creek, upon the arrival of a son on 31st December.

Peter H. Hepburn was engaged in Vancouver as apprentice, and to commence with has been placed at Tacla.

John Fleming, apprentice at Fort St. James, was transferred to Kitwanga on 1st February.

Wm. Lloyd, clerk at Hazelton, was transferred in February to take charge of a post in the east. We wish him every success in his new field.

V. Hawkins has been engaged locally to replace Wm. Lloyd at Hazelton.

A. D. Mackintosh was granted sick leave after undergoing an operation for appendicitis at Hazelton. He has now fully recovered and resumes duty at Fort St. James.

Cold weather has been general throughout Canada, and the Pacific Coast has not escaped the wintry blast; on 9th February the lowest temperature in ten years was recorded, namely, 10° above zero. But even that is preferable to 40° below, as encountered at Winnipeg and interior points.

The district manager reports that there has been an exceedingly heavy snowfall throughout the interior of Northern British Columbia. Prince Rupert had its heaviest fall of snow in fifteen years, and similar comments were heard regarding points elsewhere throughout the North.

On 15th February, the British Columbia district office moved downstairs to the Wholesale Department.

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MACKENZIE RIVER TRANSPORT

The staff was pleased to hear that H. N. Petty, general agent, was married on Friday, 6th January. Mrs. Petty has already been welcomed by the members of the staff in Winnipeg and is looking forward to her first visit to Waterways after navigation opens. On behalf of a number of friends, a suitable presentation is being made to mark the occasion.

George S. West sailed for Scotland on 24th December, 1932, on a visit home. Engineers Chris. Ozol and George King have visited the office on two or three occasions this winter and are now looking forward to the opening of navigation. John Sutherland, who is stationed at Peace River Crossing for the winter, spent a short holiday with his family at Chilliwack, B.C., at Christmas.

During the last few years several members of other departments have been transferred for service during the summer season and we are pleased to learn that the same procedure will be followed this season.

Colonel H. G. Reid visited Edmonton in December to oppose an application to the Railway Commissioners by Peace River town Board of Trade that the railway from Lac la Biche to Waterways be abandoned and the traffic to the North diverted via Peace River. This proposal was not within the jurisdiction of the commissioners and the application was withdrawn.

It was with a sense of deep personal loss that the staff received the news of the death of Pilot W. A. Spence on Friday, 13th January, in an aeroplane accident north of The Pas. Bill was well known to and exceedingly popular with everyone, particularly at Waterways, where he was a member of our tennis club and a regular participant in social activities whenever his duties permitted. To Mrs. Spence and their two children and his other relatives and business associates, we offer our very sincere sympathy. Colonel H. G. Reid and G. H. McKay represented the department at the railway depot when the body was passing through Winnipeg to the East.

As a result of the crash, engineer W. Cooke has been in hospital and it is with regret that it is learned that his fingers have been amputated.

The assets of Spence, McDonough Air Transport Limited have been sold to Canadian Airways Limited and Mr. W. J. McDonough has joined a mining company.

The early record of the conquest of the North by aeroplane was remarkably free from fatal accidents but three major accidents in six months have taken a toll of six men. On 31st January Pilot Paul Calder and Mechanic W. Nadin left Fort Rae for Great Bear Lake, and a few days later their burned out 'plane was discovered about one hundred miles north of where Pilot Cruickshanks and Mechanics Torrie and King were killed last summer. To the families of Messrs. Calder and Nadin, and also to Canadian Airways Limited, we extend our sympathy.

Messrs. Mickey Ryan and Jim Darwish were visitors to the office during February in connection with freighting etc. in the North.

Preparations for the coming season of navigation are being pushed forward, and it is hoped that the mining activities in Great Bear Lake will increase considerably the volume of freight handled by the Company.

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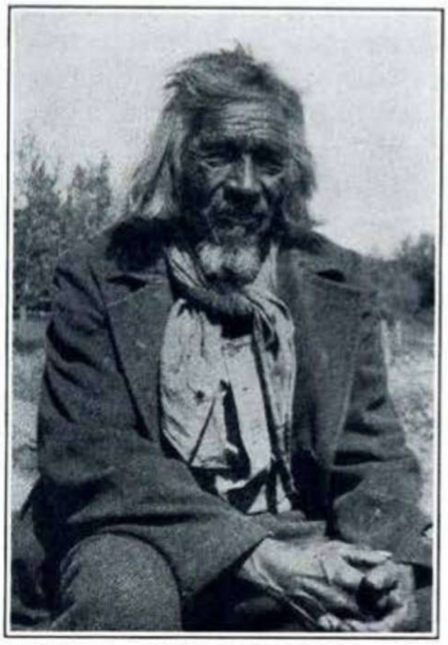

This Cree from Montreal Lake District can look back upon ninety years of Indian history.

MACKENZIE-ATHABASCA DISTRICT

The district manager, J. Bartleman, left Edmonton on January 10 for Peace River. Since then he has visited every post in the Athabasca section with the exception of Wabasca. Travelling conditions have been bad this winter, the very cold weather being aggravated by heavy snow storms, which have made roads everywhere almost impassable.

Influenza has been prevalent throughout the district, almost every post manager reporting it in his vicinity. Several members of the posts' staffs have been laid up with it.

John James Loutit, manager of Fort Chipewyan post, was married to Miss Mary Flett on Saturday, December 31, 1932.

Rev. G. A. Crawley, Anglican minister at Fort Chipewyan, performed the ceremony. Our best wishes are extended to Mr. and Mrs. Loutit.

We congratulate Mr. and Mrs. O. Rheaume, of Grouard post, upon an addition to their family; and also Mr. and Mrs. T. C. Dunn, of Rocher River post. Mr. Dunn's son was born at Fort Resolution on December 23, 1932, and the news was conveyed to the proud father by radiotelegraph from Fort Resolution to Calgary and from the latter place by broadcast. Truly the longest way round is sometimes the shortest way home. When Mr. Dunn heard the good news issuing from his loudspeaker, he apparently at once made an entry in the post journal of events. It was interesting reading, Mr. Dunn!

Campbell Young, our fur buyer at Peace River, met with a painful accident on Saturday, January 7. He was thrown to the sidewalk by playing dogs and fractured his right wrist. He has carried on with his work since and is on the way to recovery, but his prowess wi' the stanes has suffered a check.

I. M. MacKinnon, late of Western Arctic district, was transferred to Le Goff post as manager, as from December 1, 1932.

Apprentice James Brodie was transferred to Fort St. John post as from January 15, 1933.

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WESTERN ARCTIC DISTRICT

The S.S. *Anyox*, of Vancouver, has been chartered for next season's Western Arctic voyage. She will sail about July 7, and will proceed as far as Coppermine, returning from there.

J. O. Kimpton was absent on furlough for two months from December 10, during which time he visited his home in England.

The Western Arctic staff will learn with interest of the wedding of I. M. MacKinnon and Miss Clara French, daughter of Chief Factor C. H. French. The marriage took place in Victoria on November 19, and after a brief honeymoon Mr. and Mrs. MacKinnon proceeded to Le Goff, Alberta, where he is now in charge of the Company's post.

R. H. G. Bonnycastle, district manager, expects to fly into Coppermine in March for inspection of the eastern section of the district before meeting the supply ship at Herschel Island in August.

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NELSON RIVER DISTRICT

J. G. Boyd, formerly of St. Lawrence-Labrador district, has been placed in charge of Gillam post.

Bishop A. Turquetil paid a visit to district office in December.

N. A. Wilding, who has been attached to the district transport during past season, reported at district office in December and has proceeded to England on furlough.

The district manager visited Trout Lake post by aeroplane early in January and at present is on an extended inspection trip of the following points: Pukatawagan, Nelson House, Wabowden, Gillam, Shamattawa, York Factory, Churchill and Caribou.

Lac la Ronge Post, Saskatchewan District

Rev. R. D. Marsh, Anglican missionary at Eskimo Point, paid a visit to district office.

Apprentice Robert Kyle Muir has been added to the staff of the district and has proceeded to Churchill. We wish Mr. Muir every success in the Fur Trade.

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SASKATCHEWAN DISTRICT

We welcome G. B. Wright, who joined the service in December last. Mr. Wright is stationed at Beren's River post.

R. A. Talbot, district manager, left Winnipeg on January 15 to visit a number of posts in the Keewatin section of the district. He expects to return to district office sometime in March.

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SUPERIOR-HURON DISTRICT

M. Cowan, acting district manager, left Winnipeg January 2 on an inspection trip of various posts, and to date has visited Fort Hope, Lansdowne House, Kagainagami Outpost, Long Lake and Peterbell.

All wishes for their future happiness are extended to Mr. and Mrs. A. K. Black, of Nipigon House post, who were married at the Anglican rectory, Sioux Lookout, on 14th January. Mrs. Black was formerly Miss Roberts, and comes from Port Arthur.

Mrs. D. Donaldson, accompanied by her infant son, expects to travel in to Fort Hope post by the freight planes early in March.

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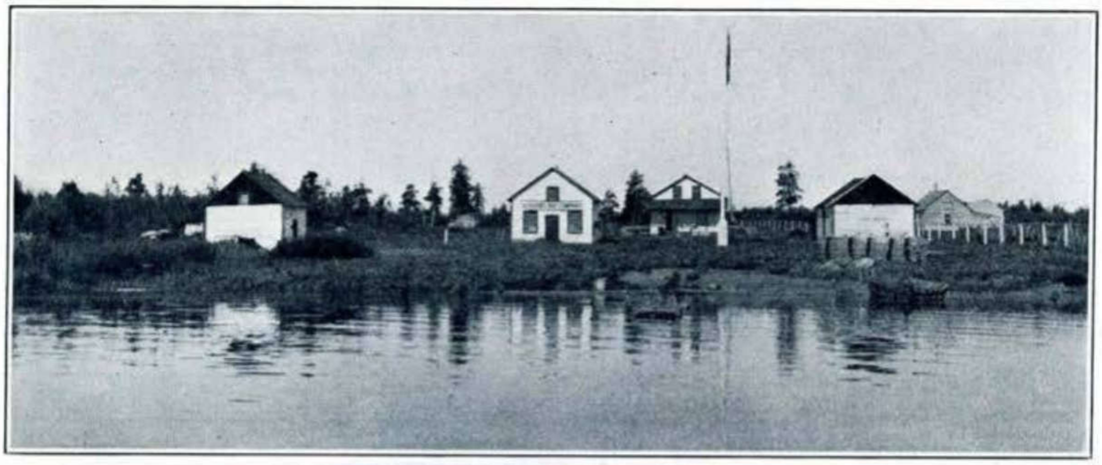
ST. LAWRENCE-UNGAVA DISTRICT

The General Manager and the Fur Trade Commissioner were visitors to the office during December, when they attended the annual meeting of the McClure & McKinnon Silver Fox Farms.



Pine River Post, Saskatchewan District

Major D. L. McKeand and the Northwest Territories officials were entertained at the Queen's Hotel, of this city, by the Young Men's Canadian Club, when the major gave a talk on the last season's voyage of the S.S. *Ungava*, which appears to have been much enjoyed by his audience.

The district manager visited Ottawa, where he called on the officials of the Department of Interior Northwest Territories Branch, and also on Major General MacBrien, commissioner Royal Canadian Mounted Police.

Mr. J. A. Bellisle, superintendent, Fish and Game Department for the Province of Quebec, called on the Fur Trade Commissioner while he was here and visited both the district office and the fur purchasing agency.

J. L. Gaudet, pensioner, now residing at Mont Joli, Quebec, was visited by the stork on 16th November last, bringing a baby girl. We take this opportunity of offering our congratulations.

We offer our congratulations to G. A. Beare, post manager of Romaine, on his marriage to Miss Feguet, of Cartwright, Labrador.

J. G. Boyd, late post manager of Grand Lake, passed through en route to Winnipeg.

J. H. A. Wilmot visited Obijuan, Weymontachingue, Oskelaneo, Senneterre and La Sarre posts.

The district manager recently left to visit Seven Islands and Bersimis posts, having just returned from Pointe Bleue. He was accompanied by W. C. Newbury, who is en route to Havre St. Pierre post.

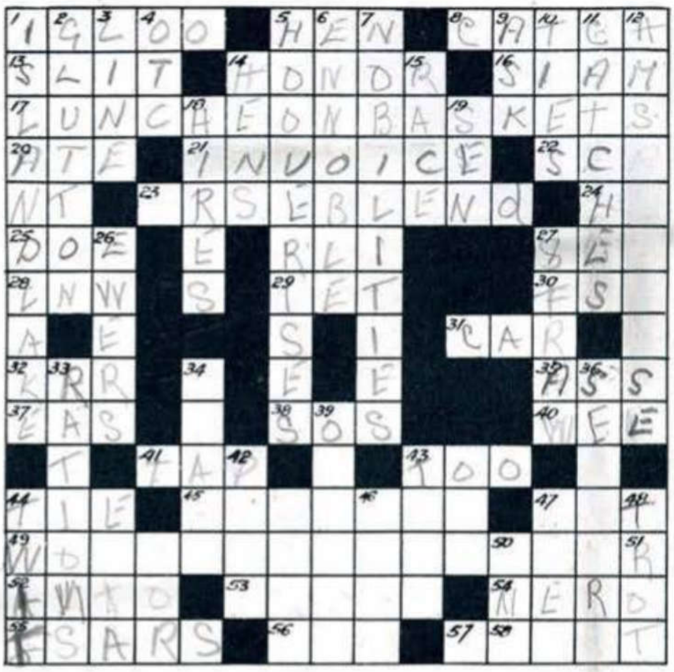
The following were visitors to the office during the last quarter: Inspector Wunsch, R. C. M. Police; Madame Gujot de Mishagen, of Belgium; Major Dunn, Quebec; S. H. Parsons, manager Labrador district; A. E. Dodman, W. E. Swaffield, F. Gaudet, H. P. Warne, W. M. Ritchie, C. D. Twiner, Ven. Archdeacon Fleming, Bishop Turquetil, W. O. Douglas; H. A. Ellis, of Ellis Shipping Company; W. Black, of Clark Trading Company; G. S. Fowlie, of Pointe Bleue post.

Congratulations to Mr. and Mrs. Ritchie, of Chibougamau, on the birth of a boy, 14th January, 1933.

A Cross-Word Puzzle

By H. F. BLAND

Manager Severn Post



ACROSS

1, Snow house.
5, Female bird.
8, To seize or grasp.
13, Narrow opening.
14, Regard; esteem.
16, Where the twins came from.
17, What we carry grub in.
20, Dined.
21, The cost of goods are found on these.
22, Add an F and you have a slave.
23, A mixture of Gaelic.
24, Per; by.
25, Female deer.
27, Third of a month.
28, English railway.
29, Go on this with a D and you will get there, perhaps.
30, Add an E and it won't be a lie.
31, A ride in one would be fine right now.
32, British infantry regiment; inits.
35, A kind of a horse or foolish man.
37, Add a Y and take things comfortable.
38, Signal of distress.
40, Small; tiny.
41, Knock.
43, Also.
44, Fasten.
45, Fall back, or return of.
47, What a Cockney sentry would say for "Stop."
49, Man who hunts the "Indian devil."
52, Within.
53, Things here.
54, A Roman.
55, Pre-war Russian king.
56, Skill.
57, Smallest amount.

DOWN

1, A Fur Trade lake post.
2, Another name for a wolverine.
3, Used for holding.
4, A body of men training for officers.
5, Economises, U.S.A. saying.
6, Exalt.
7, People of high birth.
9, Request.
10, Fasten.
11, Supplies of food.
12, Name of British warship.
14, Chicken parents.
15, Contest; lineage.
18, Employs.
19, Japanese coin.
26, Used for holding water; plal.
27, Stalk of grain; mere trifle.
33, Food allowances.
34, Bellow.
36, Hunters of skin and fat.
39, A man from a place in Ireland.
42, Sharp.
43, Writer's name.
44, Taunt; annoy.
46, Nuisance.
47, Having a snack in afternoon.
48, Lope; kind of a run.
49, A man who tells funny yarns.
50, Compass point.
51, Decay.
52, Neuter pronoun.

The solution to this puzzle will appear in an early issue.

Here and There in the Service

"No matter in what out-of-the-way place a Hudson's Bay post is, one always finds delightful hospitality there."—Miss Winnifred Robertson, in her address on "Living Impressions of Labrador" to the Business and Professional Women's Club, St. Thomas, Ontario.

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Vancouver store's unique Cinderella window display was a feature of that city's Christmas store attractions and created much public interest and favourable newspaper and magazine comment. The perennial Punch and Judy show continued prominent in popularity among Vancouver kiddies.

* * * * *

R. W. Gyles, director of lands in charge of the Dominion Government townsite of Churchill, has been literally swamped by applications. Apparently between four and five hundred people are anxious to take a fresh start in life at Churchill. Four reservations have been made for churches, but no other reservations have been accepted.

* * * * *

The Hudson's Bay Company has been closely connected with the motion picture business in the United States for many years, having strong financial interest in the Educational Pictures and Educational Film Exchanges Inc. Mr. E. W. Hammons, of New York, who is widely known in the motion picture field, is president of the Educational Pictures.

* * * * *

Only those who have struggled to get photographs of people for publication can appreciate the effort that is necessary. With a great effort, it has been possible to secure pictures of the seven accountants and controllers in the Company's stores who appear in this issue. There are three still uncaptured, but these are scheduled for publication in an early issue.

* * * * *

On November 30 last, at Saskatoon, an excited citizen drew attention to the fact that two foreign flags were being flown over the Company's store in that city. There was consternation for a short time, but this quickly subsided when it was discovered the flags in question were the Scottish standards, with the lion rampant and the Cross of St. Andrew, flaunting in the breeze in honour of Scotland's patron saint.

* * * * *

Speaking at the Vancouver Breakfast Club on "Things to Think About" and touching on the value of advertising, Mr. H. A. Stone, merchandise manager, Hudson's Bay Company Vancouver store, remarked: "Advertising that does not conform to standards of quality is not worth the paper on which it is printed. Is your advertising exciting, dramatic, direct?" he asked. "Does it rightly represent the business which it sponsors? Is it easily seen? Is it clear and easy to read? Is it definite and convincing? Is it completely and unquestionably honest?"

Start of the Forty-Eighth Annual Race for Hudson's Bay Five-Mile Cup, February 11th, 1933
Won by Terry Dickson of the Holly Snowshoe Club

The forty-eighth annual race for the Hudson's Bay five-mile snowshoe cup was won on Saturday, February 11, by Terry Dickson, of the Holly Club, Winnipeg, in 28 minutes and 43 seconds. He was followed closely by his brother Bob, with T. Burnett, of the Wanderers Club, third. The race was started at three o'clock from Hudson's Bay House, Main Street, by P. A. Chester, General Manager. The Hudson's Bay five-mile cup was originally raced for in 1885 at the old Driving Park and competed for only by members of the St. George's Snowshoe Club. It was won first by C. J. Hodgson; in the second year, 1886, by Herbert Galt; and in the successive years by J. K. Osborne, A. H. Logan, Alex. Mowatt, J. A. Campbell (the son of the chief factor of the Hudson's Bay Company) and Guy Ross. In 1891 and 1892 it was won by R. H. Grahame, then of the Hudson's Bay Company and now the Canadian National Railways commissariat. Mr. Grahame, who, by winning two years in succession, took permanent possession of the original cup, was, in 1894, quarter-mile champion of the world.

* * * * *

"I have been nurtured for over half a century on the breast of the hard-bitten prairie, and am prepared to prophesy Canada's come-back in 1933-34, notwithstanding the fact that the price of wheat is the lowest in three hundred years. The spirit is that of Napoleon's Old Guard—we may die, but we will never surrender."—*Mr. George W. Allan, Chairman Canadian Committee, Hudson's Bay Company.*

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"The Dingwall trophy, the blue ribbon challenge competition of all bonspiels, was retained for the Strathcona Club by R. J. Gourley's rink," stated the *Winnipeg Free Press* in reporting the final results of the Winnipeg 'spiel last month. Mr. Gourley has been a member of the Canadian Committee since March, 1928.

Obituary

MRS. C. S. TYRRELL

We regret to record the passing, on the 17th November last, of Florence, wife of Mr. C. S. Tyrrell, of Winnipeg. Mrs. Tyrrell was the daughter of the late William and Mary Inkster, and was born in Old Kildonan on 2nd April, 1865, a niece of Sheriff Colin Inkster. Her husband, Mr. C. S. Tyrrell, will be remembered as having served the Company as confidential clerk to two commissioners—J. H. Wrigley and C. C. Chipman—retiring in 1903 after a service of over fourteen years.

* * * * *

JAMES A. DRUMMOND.

The passing of James M. Drummond, of West Vancouver, was recorded in December, at the age of 74. Mr. Drummond served a short term with the Hudson's Bay Company as manager at Yale, then became manager and post master in 1887 at the once famous Fort Langley, where James Douglas was constituted governor of British Columbia. Mr. Drummond was later engaged in telegraph and shipyard work.

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CAPTAIN GEORGE REDFERN

Captain George Redfern died at Montreal on December 4. He served the Hudson's Bay Company for twenty-five years on various supply ships sailing on Hudson Bay and James Bay. He was mate on the *Erik*, *Pelican*, *Lady Head*, *Discovery* and *Stork*, served at Moose Factory, 1908-09, and was master of the S.S. *Inenew* from 1909 to 1925. He retired in October, 1925. Later Captain Redfern was employed by the Dominion Department of Marine at Churchill. He is survived by his wife and a son and daughter.

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MRS. MARTHA JANE ROSSER

We regret to record the passing of Mrs. Martha Jane Rosser, wife of J. J. G. Rosser, J.P., assistant manager, Hudson's Bay Company, Prince Albert, who died at her home on January 6, after a lingering illness. Mrs. Rosser is survived by her husband, four daughters and three sons, to whom our sincere sympathy is extended.

* * * * *

WILLIAM SPENCE

His many friends throughout the North Country will learn with deep regret of the passing of William ("Bill") Spence, of the firm of Spence & McDonough, and one of the best known and most popular pilots in the North. Mr. Spence was killed and four passengers injured in a crash at Moose Lake about forty-five miles from The Pas on January 13. The sympathy of the Fur Trade staff is extended to Mrs. Spence and their family at Oshawa, Ontario.

MRS. DENNIS HARRIS

It is with regret we record the death of Mrs. Dennis Harris, aged seventy-eight years, on 31st January, 1933. She was the youngest and only surviving daughter of the late Sir James Douglas, pioneer Hudson's Bay Company factor and first governor of Vancouver Island. Mrs. Harris was born in old Fort Victoria.

* * * * *

JOHN WILLIAM FLETT

John William Flett, aged seventy-seven years, of Lockport, Manitoba, a member of one of the oldest pioneer families in the country, died on 14th January, 1933. Mr. Flett's mother and father were born at Cumberland House, his mother dying last July at Lockport at the age of one hundred and four. Mr. Flett was with the Company for thirteen years, which work took him to British Columbia.

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Health Week

Women Throng to Hudson's Bay Company "Clinic"

(As Reported in the *Vancouver Sun*)

YOUNG Citizens Health Week, a unique educational feature for mothers arranged by the Hudson's Bay Company under sponsorship of the Greater Vancouver Health League, had an auspicious opening today. There was a large attendance of women at the first lecture on the third floor of the Hudson's Bay store at 11 a.m., when Dr. J. H. McDermot, president of the Greater Vancouver Health League, outlined the objects of the "week" and introduced the first lecturer, Dr. Murray Blair, who spoke on "Prenatal Care."

There will be afternoon as well as morning lectures each day except Wednesday, Miss Margaret Duffield, R.N., superintendent of Victorian Order of Nurses, having this afternoon's assignment, her subject also being "Prenatal Care." The programme for the rest of the week follows:

Tuesday, 11 a.m.—"Baby's First Year"—Miss A. B. Croll, R.N., city health department of Child Welfare. 2.30 p.m.—"Baby's First Year"—Dr. Howard Spohn.

Wednesday, 11 a.m.—"The Pre-School Child"—Discipline, play, etc., Mrs. D. H. D. Beach, R.N., B.A., Sc.

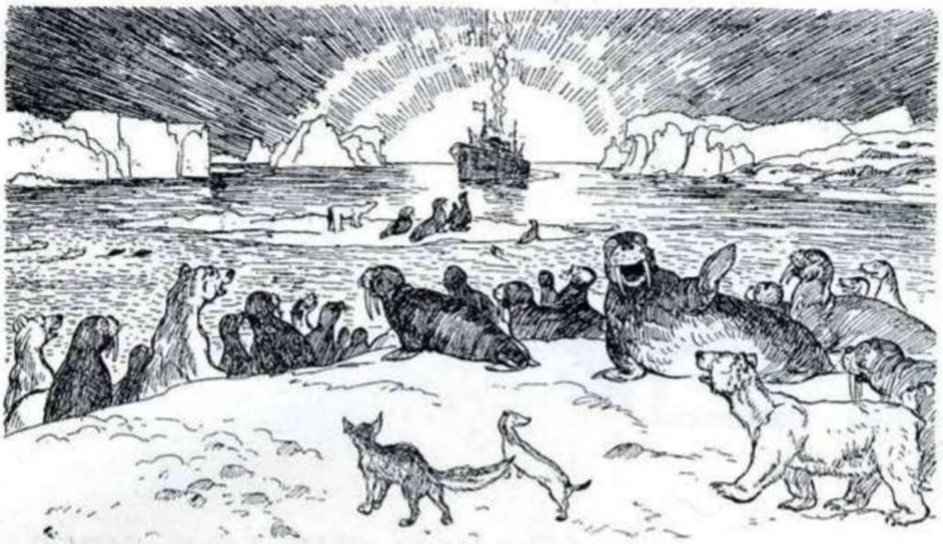
Thursday, 11 a.m.—"The Pre-School Child"—Diet needs, Miss Mabel D. Allen, director of home economics, King Edward High School. 2.30 p.m.—"The Pre-School Child"—Diet needs, Miss Ethel Pipes, director dietary department, Vancouver General Hospital.

Friday, 2.30 p.m.—"Mental Hygiene and the School Child"—Miss A. J. Dauphinee, supervisor special classes, Vancouver Public Schools.

Saturday, 11 a.m.—"Adolescence"—Dr. Isabel Day. 2, 3, 4, 5 p.m.—"The Importance of Posture"—Mr. Glen Nixon, membership secretary, Y.M.C.A., (illustrated with motion pictures and demonstrated by boys and girls from the Y.M.C.A.).

TO THE ARCTIC

A Summer Trip Through Canada's Northwestern Waterways in Thirty-five Days



THE ADVANCE OF CIVILIZATION
It is probable that in the near future pleasure trips to the Arctic regions will become popular.
The Old Walrus—"Come on, boys! Buns!"
(Reproduced by permission of the Proprietors of "Punch")

2000 MILES OFF THE BEATEN TRACK

Down the Athabasca, Slave and Mackenzie Rivers to Aklavik

S.S. Northland Echo and *S.S. Distributor*

1933 SAILINGS—JUNE, JULY AND AUGUST

Special Round-Trip Ticket, including meals and berths on boats

By boat all the way	**$325**
North by boat, South by air	**500***
North by air, South by boat	**530***

*By arrangement with Canadian Airways, combined boat and air round-trip tickets are issued at above rates, enabling passengers to travel one way by air and one way by boat.

SHORTER HOLIDAY TRIPS

For those who cannot spare the time to make the trip to Aklavik, the shorter trip down the Athabasca and Slave Rivers to Fort Smith is recommended.

S.S. "NORTHLAND ECHO"

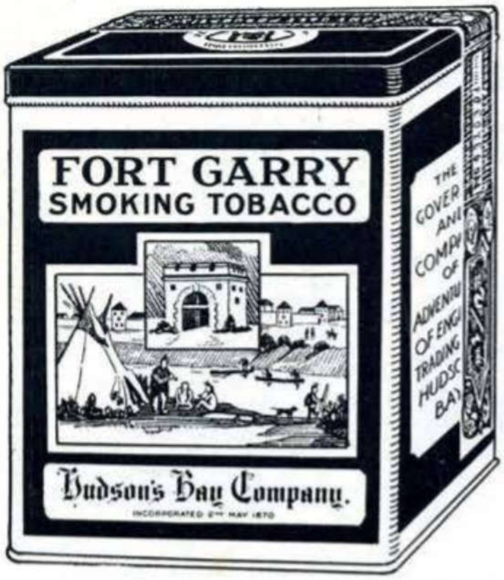
Weekly sailings from Waterways. Time required, one week

Special Round-Trip Ticket, $50

Including meals and berths on boat

For further information apply:

MANAGER, MACKENZIE RIVER TRANSPORT
Hudson's Bay Company
WINNIPEG
Agencies; Waterways, Alta.; Edmonton, Alta.; Peace River, Alta.;
Fort Fitzgerald, Alta.; Fort Smith, N.W.T.


FORT GARRY
SMOKING TOBACCO
THE GOVER AN COMP OF ADVENTU OF ENGL TRADING HUDSC BAY
Hudson's Bay Company.
INCORPORATED 2ND MAY 1670

FORT GARRY SMOKING TOBACCO

COARSE CUT FOR PIPES OR FINE CUT FOR CIGARETTES

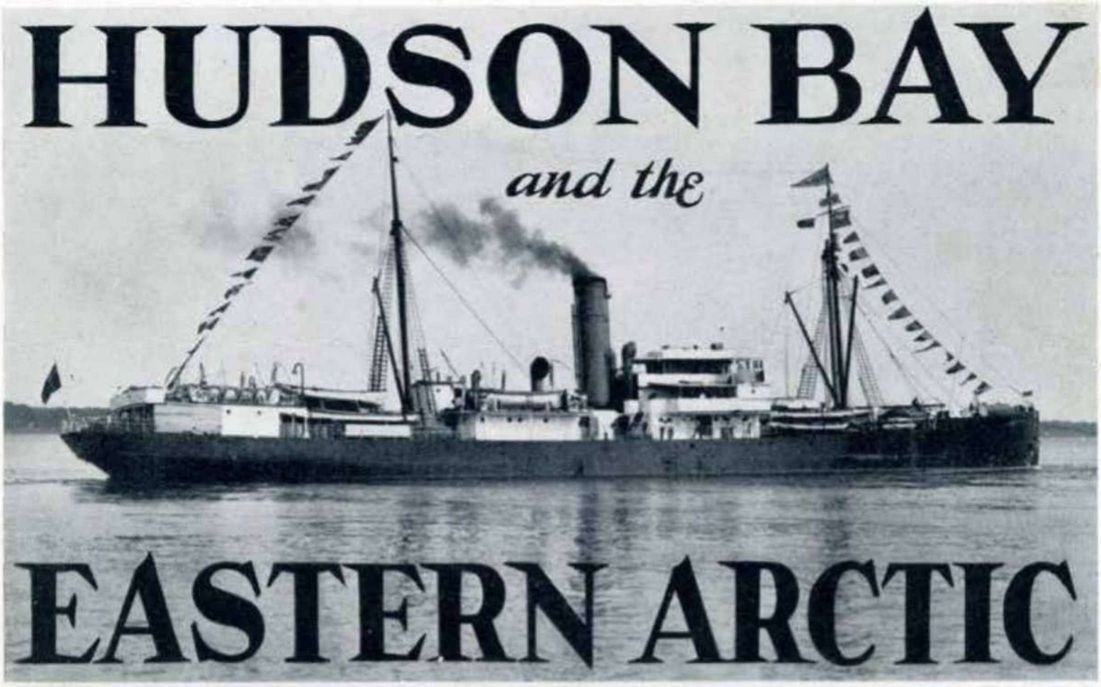
SMOOTH

AND

EVEN

A cut plug of medium strength and well rounded mellow flavour in distinguishing yellow and blue packages at 10c and 15c, or in half pound tins for 75c. Fort Garry smoking tobacco is one of the several notable brands produced by the Hudson's Bay Company. Fort Garry tobacco has the endorsation of quality, famous for generations, in Imperial Mixture.

Hudson's Bay Company.
INCORPORATED 2ND MAY 1670.



HUDSON BAY

and the

EASTERN ARCTIC

A SUMMER CRUISE FOR A LIMITED NUMBER OF PASSENGERS

Sailing from Montreal in July with ship-and-rail connections at Moosonee, Ontario, on James Bay, and Fort Churchill, Manitoba, on Hudson Bay. Eighteen calls at forts, trading posts and Mounted Police Depots.

The ice breaker "Nascopie," owned by the Hudson's Bay Company, will carry north this summer official parties, Hudson's Bay Company men and supplies for posts on the Labrador coast, Hudson Bay, James Bay and the Eastern Arctic.

In the past, it has been impossible to accept the many requests to accommodate passengers on this annual trip. This year, because of the "Nascopie's" larger passenger accommodation, the Hudson's Bay Company will accept a limited number of passengers.

Information respecting time, rates, accommodation, etc., apply to

FUR TRADE COMMISSIONER, HUDSON'S BAY COMPANY
Hudson's Bay House, Winnipeg

Hudson's Bay Company.

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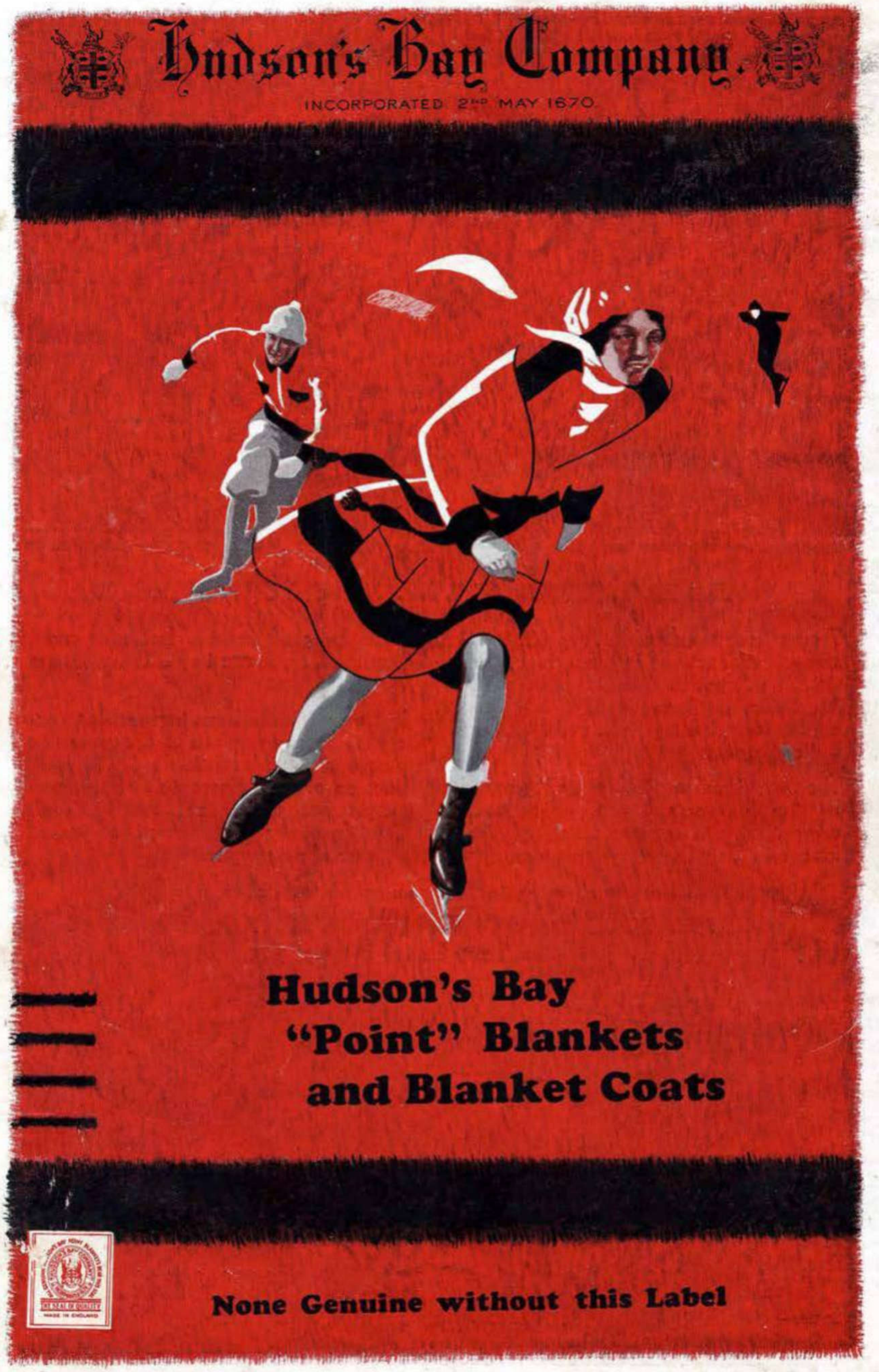

Hudson's Bay Company.

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Hudson's Bay "Point" Blankets and Blanket Coats

None Genuine without this Label